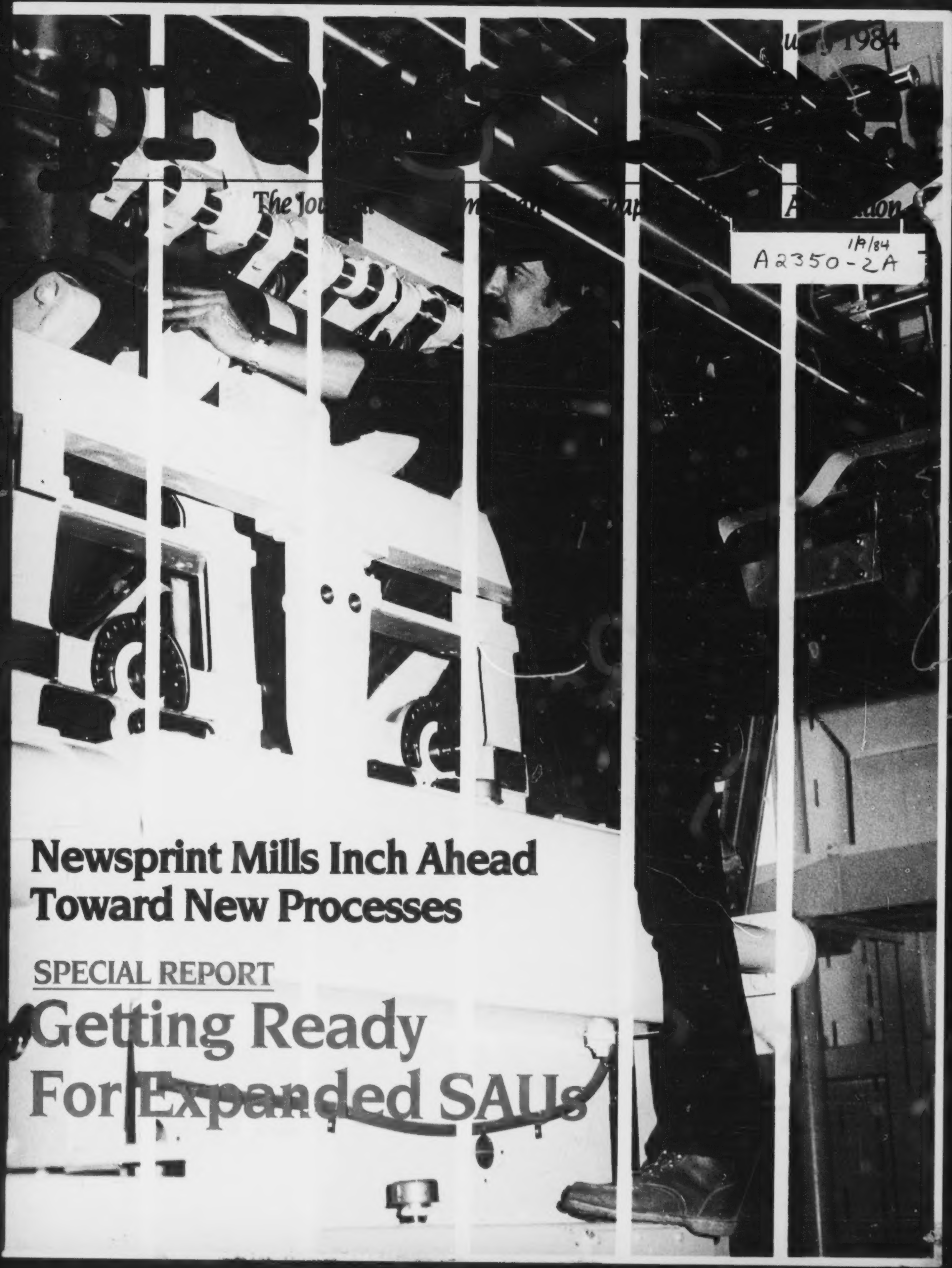

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Newsprint Mills Inch Ahead Toward New Processes

SPECIAL REPORT

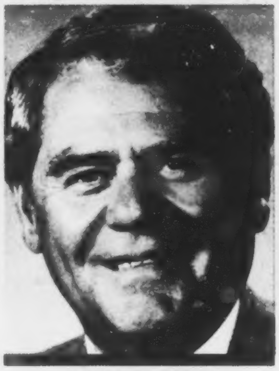
Getting Ready For Expanded SAUs

CHAIRMAN'S CORNER

The news blockade in Grenada must never be repeated

Last month, ASNE President Creed Black and I called together a special committee of senior news executives to consider the limited press access t American combat operations in Grenada. This group has been working in recent weeks to help our business develop positions and to interrelate with the several government entities involved.

We expect this effort to be a long-term one, and we will be guided by the basic principle that the Grenada news blockade was an unnecessary government mistake that thoughtful officials should promise will not be repeated.



William C. Marcil

Obviously, a small press pool could have had access to those military operations under voluntary reporting restrictions that would have, as in the past, protected both troop safety and mission security.

Because our government bruised the constitutional process during the Grenadian mission, it is important that we remind ourselves—and our readers—why real national security lies in constant observation of the check-and-balance spirit of our constitutional process. This process provides for the public to be served by a free and vigorous press rather than to be reliant only on government-supplied news.

The First Amendment gives us two kinds of protection. It protects *individuals* who wish to express opinions and pursue truth. And it protects *society* so the country may decide and carry out wise actions.

The protection of society is particularly crucial in wartime when there inevitably is a confused mixture of good and bad news. Truth in a battle situation can be sorted out only if special efforts toward open-information flow are made; only an open-information flow can permit the citizenry to cross-examine, to mull over and to judge the actions and pronouncements of government.

There is no more dangerous time than wartime to censor criticism and discourse. The two cardinal principles of *national security* and *pursuit of truth* must *both* be served in war, as they are in peacetime.

Any wartime limits on free speech and discourse should be emplaced only temporarily—and then only when security really is truly imperiled. The flow of battle news to a free society should be limited only when that might cause direct and dangerous interference with the conduct of the war; and throughout history we in this country always have been able to find ways to permit news to flow without such interference.

So let's remind all concerned that freedom of speech in a democracy is not just a nicety. It's a necessity without which self-government won't work.

As James Madison said: "Knowledge will forever govern ignorance; and a people who mean to be their own governors must arm themselves with the power which knowledge gives."

Americans can be trusted with both the good and the bad news of wartime. Openness enriches us. Ignorance of reality—because government somehow thinks that best or timely—imperils us. That's why the First Amendment is our society's shield, and why the Grenada news blockade must never be repeated.

Bill Marcil

William C. Marcil
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presstime

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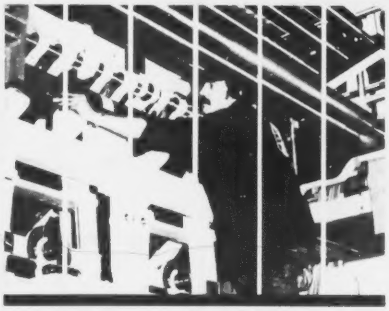

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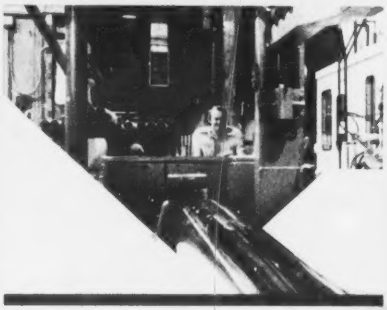
(Cover photograph by Margaret Genovese.)



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RENEWED OPTIMISM

'Bullish' 1984 seen

BY MARCIA FRAM
presstime staff writer

Alberto Pacheco
1986
1985
1984
1983
CORPORATE HISTORY

Newspapers enter the new year with renewed optimism. Their balance sheets and opportunities presented by new technologies portend both growth and variety for information delivery in 1984 and beyond.

After slowly climbing out of the last recession, the communications industry outperformed the overall economy in 1983—and it will continue to do so in 1984, according to many analysts.

Moreover, compared with other forms of communication, particularly television, newspapers "could be the best performing media group" in 1984, said J. Kendrick Noble, Jr., first vice president of Paine Webber Mitchell Hutchins Inc., at his firm's Dec. 12-15 Outlook for the Media Conference in New York City.

Sparked by increased purchasing power in the economy as a whole, rising advertising revenues should lead the way as overall, constant-dollar newspaper revenues grow 3 percent this year, according to economic forecasters at the U.S. Commerce Department's Bureau of Industrial Economics.

A year ago, predictions of economic recovery were guarded, but accelerated growth in 1983, particularly towards the end of the year, has led to increasing optimism for 1984. "Bullish" was the term used by several speakers at the Paine Webber conference to describe newspaper business prospects in 1984.

Advertising expenditures for all media are expected to increase 13.8 percent this year—vastly outstripping the projected 4-to-5-percent growth of the economy in general—Robert J. Coen, senior vice president of McCann-Erickson USA, told the analysts' gathering. Media ad expenditures grew 12.7 percent in 1983, he estimated.

For newspapers, the Newspaper Advertising Bureau is predicting an overall rise in advertising expenditures, including costs of preparing and placing the ads, of 12.5 percent this year. Executive Vice President Leo Bogart said the bureau expects an increase of 11 percent in national advertising, 12 percent in retail and 14 percent in classifieds.

In 1983, newspapers' $20-billion piece of the $75-billion total advertising pie will probably represent a slight increase when final figures are tabulated, Coen said. That will be good news for newspapers, whose ad share tumbled more than a full percentage point in 1982. While that 1982 drop originally was reported as 1 point—from 28.3 to 27.3-percent—Coen said those figures were revised, and the 1982 drop actually was 1.7 percent—from 28.3 to 26.6 percent [**presstime**, Feb. 1983, p. 29]. Final figures for 1983 will be released shortly, but Coen said preliminary figures indicate newspapers' share crept up last year to 26.8 percent.

Edward T. Parmelee, vice-president/marketing of Knight-Ridder Newspapers Inc., predicted at the Paine Webber conference that newspapers will see a "minimum revenue increase of about 13 percent" in 1984. The projections, based on his survey of seven publicly held companies, call for a 17-percent hike in classified over 1983, and increases of 10-11 percent in national and 11 percent in retail.

Contributing to that solid performance, he said, will be the 1984 elections (see story, p. 12) and Olympic Games, as well as efforts to "rebuild partnerships" with the "top 25 retail advertisers," some of whom have been lost to shared- or direct-mail advertising.

Circulation will increase 2 percent in morning papers, remain flat in evening papers and rise 4 percent on Sundays, predicted John D. Mauro, director of research for Media General Inc, Richmond, Va., in a paper presented at the analysts' meeting.

But more important, according to Mauro, is the fact that new syndicated research by Simmons Market Research Bureau and Scarborough Research Corp. has made advertisers aware that "the number of copies a newspaper distributes is not as important a criterion as the audience." The new research shows, for example, that the number of readers per copy in the largest markets is higher than previously stated (2.7 instead of 2.2). What's more, the data show that readers spend more time with their papers than expected (45 minutes instead of 30) and that they are "upscale" consumers.

On the expense side of the ledger, major costs associated with newspaper publishing are expected to rise at a slower rate than revenues this year.

Newsprint prices, which actually *decreased* in 1983, are expected to increase about 5 percent this year.

Labor, the other major component of a newspaper's budget, should rise just over 6 percent, according to James A. Keeley, vice president/operations for The Dallas Morning News.

Also on the labor front, unemployment for the newspaper industry—already well below the current national level of 8.2 percent—is on the decline. The Bureau of Labor Statistics of the U.S. Department of Labor put newspaper unemployment at 5.8 percent in the last quarter of 1983, compared with 6.6 percent a year earlier.

As a result of this generally healthy financial condition, '84 profits should be "in the 15 to 25 percent range" for the 14 principal, newspaper-related companies that are publicly held, Frederick G. Harris, vice-president/finance and chief financial officer of Dow Jones & Co. Inc., told the analysts.

The major cloud on the newspaper ho-

by many papers

rizon remains preprints, which currently account for about 10 percent of newspaper advertising.

"Ten years ago, who would have thought the major competitor of newspapers today would be the Post Office?" commented John Morton, an analyst for Lynch, Jones & Ryan in Washington, D.C., in an interview with presstime.

Some newspaper companies are fighting back against mailers like Advo-System Inc. and against shopper publishers by becoming direct marketers themselves, by installing new insertion equipment that facilitates stuffing preprints into newspapers, and by offering total-market-coverage and zoned publications.

New technology expansion. Another major theme for newspapers this year will be continued expansion into areas of nonprint communications.

Experimentation with videotex, or retrieval of information electronically by two-way interactive technology, is expanding.

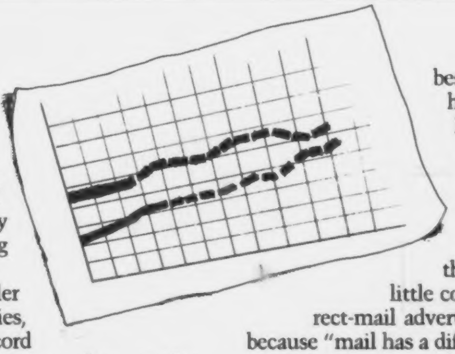
After an investment of $26 million, Knight-Ridder is now in its third month of operating Viewtron in South Florida. If successful, the service could expand to Baltimore, Seattle, Boston, Fort Worth and Kansas City, Mo., as well as Knight-Ridder markets in Philadelphia, Detroit, Charlotte, N.C., San Jose, Calif., and St. Paul, Minn.

VU/TEXT, which grew out of the in-house electronic library system for Knight-Ridder's Philadelphia Inquirer and Daily News, is developing into a national retrieval system for data compiled on a regional basis.

The Times Mirror Co. completed field trials of its Gateway videotex system in December.

Still a question mark is cable television. Frequently credited with fragmenting the networks' dominance of television audiences, cable stations are considered attractive purchases by some newspaper-related companies.

Others are concentrating on television programming for cable channels or for commercial stations. For example, Multimedia, which owns 13 dailies and 26 non-daily publications, primarily in the Sun Belt, is now the largest producer of syndicated country music programming in the country.



But some smaller newspaper companies, such as The Concord (N.H.) Monitor, are recycling profits within the newspaper plant itself by upgrading computers and press capacity while waiting for new technological opportunities to become more affordable, according to Publisher George W. Wilson.

What they're saying. Elsewhere, a random sampling by presstime found that most newspaper publishers are fairly upbeat about 1984 and fairly satisfied about 1983.

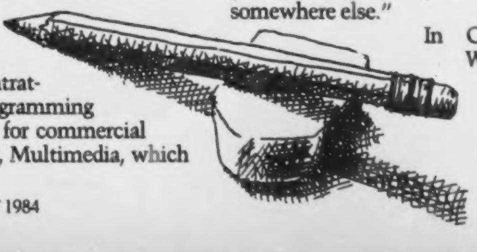
That seemed to be the case even in hard-hit areas in the industrial Midwest.

In Peoria, Ill.—virtually a one-industry town—the Journal Star has managed to keep circulation constant despite cutbacks by Caterpillar Tractor Co. from 35,000 workers to 21,000 over the past few years.

The people who left, said Journal Star Publisher John T. McConnell, were "on the low end of demographics. Many were not subscribers anyway, or patrons of our major advertisers, so (the plant cutbacks) haven't hurt as much as we thought."

In Riverside, Calif., where the local economy continues to percolate nicely, the Press-Enterprise is going strong, reported Howard H "Tim" Hays, editor and publisher. The paper's daily circulation, which is six times that of 40 years ago, is now about 120,000.

As for the growing number of preprints, Hays said, "we don't know whether it's good news or bad news. We can't get too excited about it, but we'd rather have (preprints) than have (the advertising) go somewhere else."



In Cheyenne, the Wyoming Eagle and the Wyoming State Tribune are having "the best year (they) ever had," according to J. Douglas Reeves, vice-president of marketing.

With 85-90 percent saturation of the market, the newspaper has little competition with direct-mail advertising, Reeves says, because "mail has a difficult time keeping up with our cost per thousand." But cable TV programming from Denver is seen as a potential advertising competitor.

The Sacramento-based McClatchy Newspapers are "generally feeling a strong uptrend in the economy" with the exception of the Tri-City Herald in Washington state, where nuclear cutbacks sliced deeply into the economy.

The big news for McClatchy, is in nonprint technology.

"There's a real explosion going on in this area," said Potts. "What we're doing is planting seeds all around. Some will sprout and some will not. The ones that do sprout will change the way we will live in the next 20 years, and we might as well be a part of that."

Speaking to a reporter during the Outlook for the Media Conference, analyst Noble also touched on the uncertainty of what will emerge after the shakeout of new technologies. "Nobody really knows what the future will be like for anything in the media field," he said. "Therefore, to a degree, this is a good field for hedging as well as searching for opportunities." ☐

'83 scoreboard: minus 14

The demise of 16 North American daily newspapers in 1983 marked an improvement over 1982, when 28 stopped publishing daily. Of the lost dailies, seven were outright suspensions, three converted to weekly publication and six merged with a paper under the same ownership, according to ANPA figures. Two dailies were started in 1983, for a net loss of 14.

In 1982, seven new dailies were started, and there was a net loss of 21 [presstime, Feb. 1983, p. 33].

NEWSPRINT MILLS CHANGE LITTLE

Huge capital investments in machinery discourage papermakers from trying new processes

BY PAUL KRUGLINSKI
presstime technical writer

In the first century, Ts'ai-Lun, a man living in Hunan province, China, reduced vegetable fiber to pulp and pressed it to make a paper sheet. That innovative paper-making process essentially entailed using energy and water to make the pulp to create the sheet.

In essence, the manufacture of newsprint really hasn't changed much since Ts'ai-Lun's day, according to G. Gary B. Graham, resident manager at the Bear Island Paper Co. near Doswell, Va.

"The machinery has changed," he says, "but the process hasn't."

Because of the availability of cheap energy and abundant water supplies, the need to make revolutionary improvements in the paper-making process was not a pressing concern until recent years.

Now, with energy costs high and growing environmental concerns about waste water, some newspaper people are saying that other ways must be found to make newsprint—ways that dramatically decrease energy and water requirements. After all, newsprint accounts for 15-40 percent of a newspaper's operating budget.

While Graham and other newsprint manufacturers look forward to such developments, they point out that transferring any production improvements from the lab to the manufacturing process can prove difficult.

"There's very little experimentation, because it's too expensive," says W. Bernard Devine, vice president/manufacturing with Bato Inc., Bear Island's managing partner.

Still, the pulp and paper industry has been making quiet, steady improvements in both energy and water conservation.

American Paper Institute figures show that average, per-ton, water requirements for the production of paper products in North America dropped from 57,000 gallons in 1959 to 22,800 in 1979.

Meantime, petroleum supply and cost problems have had a substantial effect on both the quantities and sources of energy used in the paper-making process, and North American paper mills have been able to conserve energy in some areas.

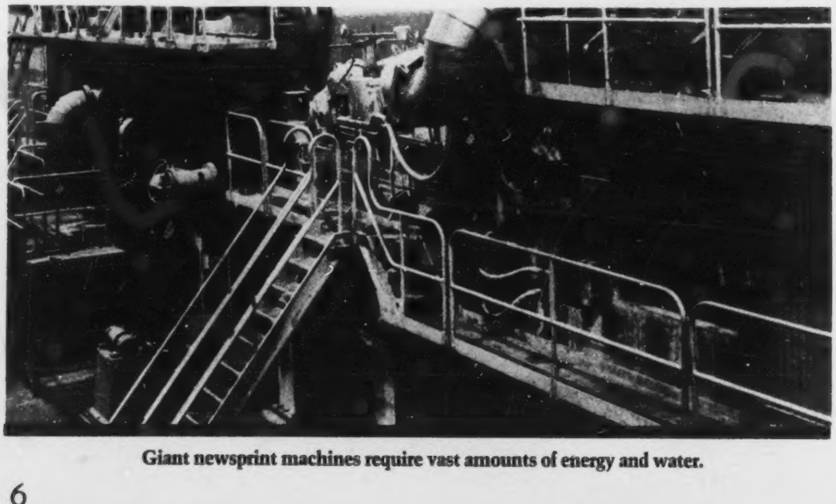
For instance, the average amount of energy needed to produce one ton of paper in North America decreased 10 percent between 1972 and 1982, dropping from 32.4 million British thermal units to 29.1 million. In the same period, the paper industry cut in half its reliance on fuel oil as an energy source—reducing use from 75 million barrels annually in 1972 to 37.8 million barrels in 1982.

The mills made the savings through better energy management, which includes burning bark and solid wastes in steam boilers, insulating facilities to recover heat formerly wasted, enclosing the dryer sections of the machines, and using more coal and other alternative fuels.

The reductions in water and energy use in the last 10 years have come about mainly from fine-tuning established paper-making technologies, such as instituting water- and heat-recovery programs at the mills. But the savings derived from engineering developments in one area often come at the expense of efficiency in another area. And while newer pulping processes have been developed to replace the kraft and ground-wood process, they have not been a panacea for all the problems in making newsprint.

Thermomechanical process. The operation at the Bear Island mill, considered to be one of the most modern in operation, exemplifies this yin-yang effect in newsprint manufacturing innovations.

Bear Island, a joint venture of Dow Jones & Co. Inc., The Washington Post Co. and Bato, was completed three years ago at a rural site about 12 miles north of



Giant newsprint machines require vast amounts of energy and water.

Richmond. There is a limited amount of water available there.

Thus, the mill was designed to produce newsprint without the traditional kraft process, a water-intensive pulping operation that produces great quantities of waste water effluent. The mill also recycles much of its white waste water—the effluent that's pressed out of the pulp—and cleans to environmentally acceptable levels the effluent it does discharge into a nearby river. (See story, p. 8.)

Bear Island relies entirely on the more modern thermomechanical pulping process to make its newsprint. While the TMP process, which uses high-pressure steam and counterrevolving plates to reduce wood to pulp, saves water, the tradeoff is the energy intensity of the process.

Graham will not release figures on energy consumption, but he says the mill's energy bill is the most significant cost item among its operating expenses.

Because the cost of electrical energy differs greatly from one part of North America to another, and because different pulping processes consume different quantities of energy, the amount of electricity needed to produce one ton of newsprint can vary from 2,000 to 3,000 kilowatt hours, according to industry sources.

As a rule of thumb, some experts say energy costs represent 20 percent of the expenses involved in making newsprint.

On the other hand, the same experts believe little more can be done at the present time to reduce the net amounts of energy and water needed to produce newsprint. What can and is being done, they say, is better husbandry of energy and water.

For instance, Dr. Douglas Atack, a McGill University professor affiliated with the Pulp and Paper Research Institute of Canada, says about 25 mills worldwide are using heat recovery to one degree or another from TMP. Additionally, he says, a Finnish mill is employing the first thermomechanical pulping process that uses high-pressure steam in both the primary and secondary refiners. The recovered heat—which can be as much as 60 percent of the heat generated in the refiners—is used in the mill's newsprint drying operation.

The Finnish experiment has not gone unnoticed in North America. For example, Donohue Inc. is currently building a totally TMP mill using a similar heat-recovery system in Clermont, Quebec.

According to John Frisch, the project's general manager, when the Quebec mill goes on-stream in June 1985, it will process 720 tons of pulp per day, recovering 125,000 pounds per hour of steam that will be used to augment the heat required in the drying process.

Between the recovered steam and the energy produced through burning bark and other solid wastes, "We'll be energy self-sufficient," Frisch says.

Another Canadian mill—owned by Domtar Inc. in Donnacona, Quebec—also is following the Finnish example. Domtar is in the process of converting the mill to a totally TMP plant with pressurized primary and secondary refiners, according to J. P. Cloutier, general manager/manufacturing. It too will recover steam from the refiners and use it in the drying section.

By next June, Cloutier says, the mill will be producing 520 metric tons of newsprint per day and 60,000 to 70,000 pounds per hour of steam. Energy consumed by the mill will be reduced by 17 percent.

But Cloutier doubts the lower operating expenses will filter down to lower costs for newsprint.

"We are not as profitable as we would like to be," he says. "We intend to remain profitable."

Once dry, newsprint is cut to size and wound onto rolls.

Chemical-TMP process. The chemical-thermomechanical pulping process, which has come into use in some mills the last two years, is yet another example of varying an established technology.

CTMP is primarily a mechanical pulp-refining process but uses sodium sulfite (not to be confused with sodium sulfide used in kraft) with high-pressure steam of the TMP process.

The advantage of the CTMP process is that the steam can be recovered, and it uses less water than kraft and 10 to 30 percent less energy than TMP.

A related process known as chemical-mechanical pulping also uses sodium sulfite and refines the pulp at normal atmospheric pressure, without high-pressure steam.

According to Dr. Thomas J. McDonough, a research group leader at the Institute of Paper Chemistry in Appleton, Wis., there are both advantages and disadvantages to these processes that combine mechanical and chemical technologies.

In addition to being more efficient than kraft, the new mechanical pulping processes, according to those using them, produce better paper products because they capture more fiber than the kraft process. In the CTMP process, 85 to 90 percent of the wood fiber is converted to newsprint; and in the TMP process, 95 percent. By contrast, kraft converts only 50 percent of the fiber.

However, McDonough says that with the newer chemical-mechanical pulping processes, there is a "slight reduction in opacity in newsprint." Further development of the process, which might entail changing the chemicals or increasing the chemical severity of the process, could create "potential environmental problems with the waste effluent," he says.

In addition, incorporating the newer technologies into paper mill operations is a costly and time-consuming undertaking.

For example, the expense of the machinery at the Bear Island plant consumed about 70 percent of the $107 million the mill cost, Graham points out, and it took 18 months of trial and error before the mill produced a competitive newsprint product.

In the laboratories. Bato's Devine and others point out that the newsprint manufacturing industry is conservative by nature, which is why radical departures from the technological status quo might languish in laboratories.

The paper companies are quick to point out that few if any firms have the capital or staff expertise to take a chance on the unproven.

According to consulting engineers to the paper industry, a single-line mill that produces 500 tons of newsprint per day, such as Bear Island, would cost about $300 million to build today. And with refining equipment, paper-making machines and related equipment costing more than $100 million for one production line, the cost of building a mill with several paper-making lines could approach $1 billion.

"When you spend hundreds of millions of dollars on a mill," says W. C. Finley, executive vice president of Donohue, "you tend to be conservative and go with what works."

Finley and other newsprint executives say that if a mill were to implement a revolutionary technology and it did not work, there would be staggering costs associated with the venture.

Most of the experimentation that is going on is in laboratories operated by industry-supported organizations, not at individual newsprint companies.

PPRIC has developed a laboratory model of a mechanical pulping process that eliminates both high-pressure steam and chemicals. Professor Atack says the process would simultaneously cut energy requirements and water consumption.

One company, MacMillian Bloedel Ltd., is spending $11 million to develop a new process based on CTMP at its Powell River, British Columbia, mill. The non-kraft process is expected to reduce energy needs 10 percent below that of TMP.

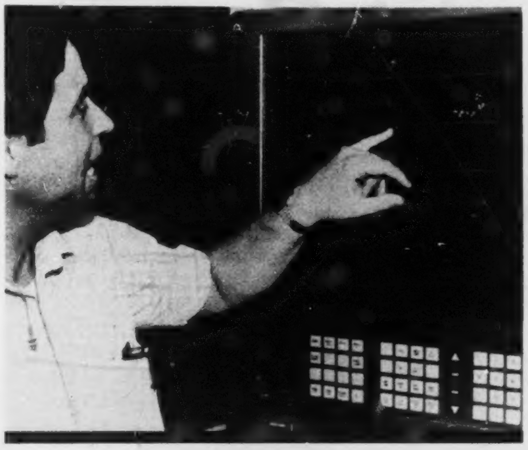
Graham of Bear Island says the areas poised to gain the most from research and development into further reducing energy and water consumption are the pulping and drying stages of newsprint manufacturing. ☐

Newsprint mill passes the sniff test

The Bear Island Paper Co.'s mill near Doswell, Va., is almost inconspicuous among the southern pines that feed it.

Except for the log-loaded, 18-wheel trucks rumbling through the area, there are few indications the $107-million mill exists. In that respect, Bear Island is strikingly different from most other paper mills. Putting it succinctly, this newsprint mill doesn't stink.

"You could put this mill next to a country club" without offending the golfers, says E. Gary B. Graham, the mill's resident manager. And in fact, the mill rests within olfactive reach of a major theme park, King's Dominion.



Bear Island's Jim Vlahakis monitors production.

Bear Island, which is jointly owned by the Bato Co., Dow Jones & Co. Inc. and The Washington Post Co., is not disturbing the noses of its neighbors because it is a technological leader in the manufacture of newsprint.

Since starting operations three years ago, the mill has used a new pulping technology that eliminates what is known as "kraft"—the refining process by which wood chips are chemically reduced to pulp fiber. This is the part of the paper-making process that gives off the foul odor akin to rotten eggs.

While most mills use a combination of kraft with either thermomechanical pulp refinement or stone ground refinement, Bear Island uses the TMP process exclusively. It was the first mill in North America to do so.

By using TMP entirely and by recycling water, Bear Island uses about 2.1-million gallons of water per day—about half the water-use rate of comparative mills.

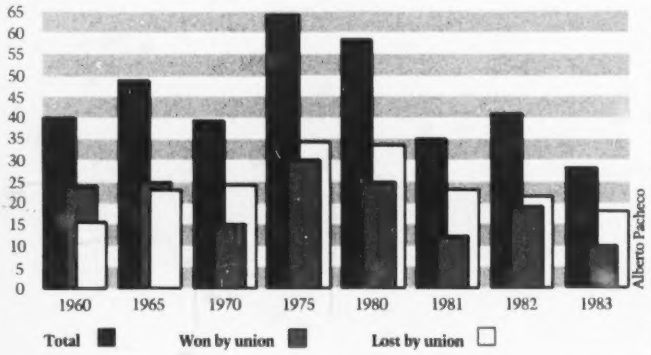
And environmentalists have more to cheer about than the mill's concessions to non-smelly air and water conservation. Because of the TMP process, 90 percent of the bulk wood coming into the mill is utilized, compared to 50-60 percent in the kraft process. ☐

NLRB ELECTIONS TELL STORY

Experts doubt trend will continue, but for the moment unions are in period of steep decline

BY CLARK NEWSOM
presstime labor writer

NLRB newspaper representation elections



The number of union-representation elections conducted by the National Labor Relations Board at newspapers dropped sharply in 1983—from 41 in 1982 to 28.

Unions won 10—or 36 percent—of the 28 elections conducted in 1983, compared with 46 percent in 1982. The decrease in the number of elections, which indicates less organizing activity, was accompanied by an increase in the percentage of decertification elections—those called to determine whether an incumbent union still represents a majority of employees.

The share of newspaper elections devoted to decertification proceedings was 32 percent in 1983, the same as in 1982. Of the nine decertification elections in 1983, unions won three and lost six. Of the 13 in 1982, unions won four and lost nine.

In 1975, when there were 64 newspaper elections overall (see chart), only 12, or 19 percent, were decertification-related.

However, some labor specialists predict that the current trends in the newspaper business will not continue. One such specialist, ANPA Manager/Labor Relations Charles Cole, points to several factors that could strengthen the position of unions.

In addition to improving economic conditions, he cites the stabilization of the impact of new technology and the movement toward union mergers. These factors, he says, will result in an intensification of unions' organizational efforts.

"We will see an increase in representation elections and a decrease in decertifications except in the smallest of bargaining units," Cole says. He also notes that the consolidation or merger of small union locals with large locals will forestall decertifications.

But for the moment, at least, the trends in the newspaper business—toward fewer elections and more decertifications—is the same as in industry as a whole. "I would confirm the general trend," says Berton A. Subrin, director of the NLRB's Office of Representation Appeals.

In the NLRB's fiscal year ending Sept. 30, 1981 (the last year for which figures are available), the number of elections—7,512—was the fewest in almost 20 years. And the percentage of union wins—43.1 percent—was the lowest ever recorded by the agency. In 1937, unions won a record 94 percent of elections.

Also in fiscal '81, the number of decertification elections—856—was the second highest ever, and three-quarters of them went against unions. As a result, unions lost 27,527 members—the largest setback ever. Labor experts say that once ousted, unions rarely succeed in getting back in.

There is "no question" about the twin trends, says AFL-CIO spokesman Murray Seeger. But he emphasizes that "the real world is bigger than the NLRB."

NLRB elections represent "less than half" of the organizing activity going on, he notes, because the NLRB's jurisdiction extends only to employers engaged in commerce—not to public employment. Also, he says, some employers voluntarily recognize unions without an election.

"In periods of recession," Seeger says, "organizing activity declines, and organizing becomes more difficult. The mood for organizing has improved. Many employees sense that union workers were better protected during the recession than non-union workers."

With respect to decertifications, Seeger notes that many petitions for such elections are filed after a strike, with striker replacements voting out the union. And like ANPA's Cole, he observes that decertification elections usually are confined to small bargaining units.

Although employers win a majority of elections the first time around, A.A. Imberman of the Chicago-based management consulting firm Imberman and DeForest, says unions win a majority—61 percent—of second elections conducted after the mandatory one-year waiting period. However, unions will not usually attempt a second election unless the vote in the first one was close.

While union leaders say the climate is good for organizing, especially in the public and health-care sectors, social forecaster John Naisbitt sees the United States "moving toward a non-union society." As an indication of that eventuality, Naisbitt points to the fact that fewer than one in four U.S. workers are union members; in 1958, the figure was one in three.

There are, of course, many who disagree with his conclusion. "Mr. Naisbitt is quite wrong, and you can quote me on that," comments John T. Dunlop, secretary of labor in the Ford administration and now a professor of industrial relations at Harvard University.

According to Dunlop, every modern industrial society has a strong labor movement, and "I don't think we're going to be the exception."

Dunlop believes, as does the AFL-CIO's Seeger, that the strength of organized labor is intertwined with the national economy, and that when the economy returns to boom times, unions will again experience a growth spurt. ☐

DIVESTITURE

How will breakup of Ma Bell affect newspapers?

BY C. DAVID RAMBO
presstime staff writer

The restructuring of AT&T that took effect Jan. 1 is a mixed blessing for the newspaper business.

On the potentially positive side, AT&T now is allowed to offer limited services in unregulated data-processing fields, and this could mean new business opportunities for newspapers. An appealing option for some publishers could be participation in a national videotex service AT&T says it is contemplating.

On the negative side, newspapers, like all other telephone users, will face higher local phone costs, although long-distance tolls are expected to drop.

In addition, there are concerns about telephone services and reliability and the threat of considerably higher wire-service charges.

The nature of the changes coming in phone rates is still uncertain. Most state public utility commissions have yet to settle on new tariffs, and there are many unresolved rate issues before the Federal Communications Commission and Congress.

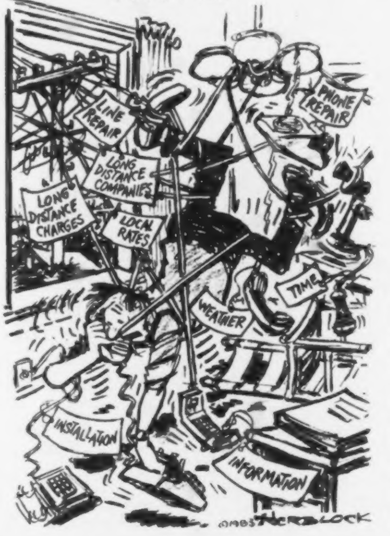
Some publishers report that their local telephone company executives are unable to provide details on just how extensive rate revisions might be.

"We're just waiting to see what actually comes down before we take any action," says Lloyd W. Ballhagen, president of Harris Enterprises Inc. of Hutchinson, Kan. Many other newspaper companies are doing the same.

New opportunities. Newspapers seeking to take advantage of opportunities in the wake of divestiture may fare well, according to some telecommunications experts.

"Deregulation has set in motion a series of events that newspapers can see either as a threat or opportunity," says independent consultant Christopher J. Burns of Minneapolis. One of those events is that AT&T's Bell Labs and Western Electric are now "free to develop the kind of computer technology that will allow information technology to evolve more rapidly than we've seen to date," says Burns, a former newspaper executive.

"MR. WATSON, OR SOMEBODY—COME HERE, I WANT YOU"



© 1983 by Herblock in The Washington Post

AT&T already has developed videotex technology, including a "dumb" terminal called Sceptre that a company official says could be expanded into a personal computer. AT&T technology is being used in Viewtron, the videotex project in southern Florida sponsored by Knight-Ridder Newspapers Inc.

The technology also might be put to use in a national videotex service that AT&T is considering—and which may constitute a major opportunity for newspapers.

Although the divestiture plan signed by federal Judge Harold H. Greene does not allow AT&T to operate a videotex service over its own, long-distance lines until at least 1989, the company could operate one over the local lines of the seven regional firms that have been formed from the 22 former Bell operating companies [presstime, Sept. 1982, p. 10].

AT&T could use satellite service in lieu of its long-distance lines to reach the regional companies. Or it might be able to use long-distance services of MCI or GTE Telenet, although there is some doubt on this point because GTE and other firms operate partly on lines leased from AT&T.

Lawrence Parkus, AT&T division manager/strategic planning and business development, says AT&T has "talked with a number of newspaper publishing organizations" about joint videotex ventures.

He says AT&T does not perceive gathering and editing information "as a set of skills central to our strengths." Newspapers would serve that function, he adds.

"Within the next six months or so, we'll have something to say about expanding our role or keeping it where it is today," Parkus told presstime.

As the pace of such technology steps up, new service opportunities are bound to open at the regional operating company levels, consultant Burns says. He predicts that within a few years, regional companies looking for ways to generate needed revenue will offer their services as a "host" for information systems. There would be obvious opportunities for newspapers.

One company already considering such a network is Pacific Telesis, one of the offspring of what was once known as Ma Bell. It has proposed a fiber-optic system in Palo Alto, Calif., to accommodate cable television programming and two-way information services.

Pacific Telesis has entered into agreements with Chronicle Information Services, a subsidiary of Chronicle Publishing Co. of San Francisco, and Dow Jones & Co. Inc. of New York City for information services that would be carried on the phone company's network. Both teletext, with essentially one-way communications, and videotex, with two-way communications, are planned.

Pacific Telesis would lease channels on its 422-mile fiber-optic system to the city of Palo Alto. The city government itself then could operate the system, using programming "from the myriad available, rather than being limited to a fixed package offered by a single cable television franchiser," according to Pacific Telesis.

The competitive threat to newspapers from such proposed networks "is that somebody else might step in" and take advantage of opportunities to use the "host" for an information service, Burns says. He points out that "there is another cluster of businesses that is also moving in the direction" of serving as information providers.

An example of such a new firm, he says, is EIC/Intelligence of New York City, which recently began an electronic information system offering news in the telecommunications field. "It has all the signs of being successful." Another example is the Boston firm Connexions, specializing in help-wanted advertising for professional recruiters.

Under the divestiture plan, which evolved from settlement of an antitrust lawsuit the Justice Department filed against AT&T, the seven regional operating companies are prohibited from offering information services themselves—at least until market competition develops to the point that their entry will not unreasonably harm other competing firms.

The regional phone companies each must petition the U.S. District Court to be freed from those restrictions. The regional companies are, however, allowed to provide time and weather information. "I believe that in a few years the regional operating companies will go back to the courts and petition for relief," Burns says.

Rate effects. For the moment, at least, most newspapers are looking not at the long-range implications of divestiture but at something that comes in the mail every month—their telephone bills.

Historically, AT&T's long-distance operation subsidized local telephone rates. Long-distance rates effectively were overpriced and local rates were underpriced.

Jane Wilson, ANPA telecommunications specialist, says competition that started about 25 years ago in the phone industry forced AT&T to start bringing its rates closer to actual costs for producing service. Thus, local rates have been going up while long-distance rates have been going down.

"Divestiture, which ended local subsidy, has simply accelerated and intensified this trend," Wilson notes.

Following Judge Greene's approval of the divestiture plan, the FCC ordered residential and business users to pay "access charges" to local phone companies to help make up the loss of the subsidy. Those charges theoretically would ensure user access to long-distance networks. Residential users initially would pay $2 per line and business users would pay $6 per line.

Access charges were scheduled to take effect Jan. 1. But the FCC postponed implementation until April 3 to allow more time to study changes proposed by AT&T in response to the access charges.

Among other things, AT&T's proposed changes would result in higher bills for private-line users such as wire services. The Associated Press and United Press International filed with the FCC an objection to the new tariff. They were supported by ANPA. Since then, AP asked the FCC to delay for another two months the implementation date of April 3.

Richard G. Atkins, AP director of communications, says that based on AT&T's proposed rate changes, "AP's future projected line charges on an annual basis would grow from $12.7 million in 1983 to $21.5 million in 1984—a staggering 69-percent" increase.

AP and UPI have stepped up their satellite delivery plans to save money on telecommunications costs. (See story, p. 37.)

Receiving greater public attention are effects of the access charge on households. Opponents of the FCC plan say the resulting increased monthly phone bill could force many low-income households to do without a phone.

The House of Representatives Nov. 10 passed a bill, HR 4102, sponsored by Rep. Timothy E. Wirth (D-Colo.), that would block the FCC access charges. A similar Senate bill, S 1660, sponsored by Sen. Bob Packwood (R-Ore.), is expected to be the first item of business taken up by the Senate after the 98th Congress convenes its second session Jan. 23, according to a spokeswoman of the Senate Commerce Committee, which Packwood chairs.

AT&T has "talked with a number of newspaper publishing organizations" about participating in joint videotex ventures, says Lawrence Parkus, an AT&T division manager.

In lieu of residential access charges, the bills in part would impose new fees on systems that bypass local telephone systems to serve specific communications needs. Use of such bypass technologies can be cheaper and more efficient than relying on the conventional local phone system.

Bypass technologies are employed by some newspapers by using microwave technology instead of the local phone system to send data to satellite printing plants. Another example is a fiber-optic link being installed by AT&T for the Providence (R.I.) Journal Co. for communications with a company office located six or seven blocks from the firm's headquarters.

"It's well worth investigating avoidance of the local loop," says Providence Journal President and Publisher Michael P. Metcalf.

The bills also specify stiff penalties for failure to pay the so-called bypass fees.

It is still up in the air, however, whether all communications systems that are used in lieu of local phone lines would be subject to a bypass charge. For example, Atkins of AP says the wire service believes its satellite delivery system is not subject to the charges, but he acknowledges that "it's not clear."

Yet another matter newspapers must resolve is the question of whether to purchase telephone equipment or to continue leasing it. Although the right to buy equipment did not start with divestiture, the Bell breakup has brought to light for many executives and households numerous ownership options [presstime, Sept. 1983, p. 38].

These and other issues have contributed to a tone of uncertainty over how competition will develop in the telecommunications industry.

The mood was underscored throughout the fall and especially in December by dozens of year-end newspaper stories that attempted to explain the changes to a bewildered public.

In many newspapers, the costs of generating these comprehensive editorial packages were at least partially offset by the revenues derived from a steady stream of advertising designed to educate the public about what divestiture will mean. Among the advertisers were AT&T, the spun-off companies and AT&T's competitors. ☐

Newspapers fighting for political advertising, find candidates prefer TV to get their messages across. But the battle is not over.

LISTEN UP, POLITICOS

BY MARCIA FRAM
presstime staff writer

Newspapers are fighting an uphill battle in their war to win back political advertising lost over the years to TV.

Campaign media advisors show an overwhelming partiality for TV advertising and—so far at least—appear to be unaware of newspaper audience demographic research that demonstrates print-ads' effectiveness in reaching voters.

"I see an absolute revulsion at the thought of using newspapers," says Paul Wilson, vice president of Bailey, Deardourff & Associates, one of the oldest and largest firms specializing in political advertising. His blunt comment represents the anti-newspaper thinking of many politicians and their media advisors—thinking that crystalized in the 1960s when television eclipsed newspapers as the major vehicle for campaign ads.

"Newspapers tend to get used as an afterthought," says Jill Buckley, president of Buckley & Associates, which represents candidates for national, state and local office. Political advertisers "assume television is the prime carrier of their message, radio second and newspapers third," she adds.

Campaign strategists within the major parties are giving candidates the same advice.

"It's a consensus that has grown over the years. . . . It's conventional wisdom that newspapers are not the most cost-effective way" to advertise candidates, comments John Franсen, director of the media center of the Democratic Congressional Campaign Committee.

Kathryn Murray, director of political communications and advertising for the Republican National Committee, reports that "at this point, there are no plans" for the committee to develop newspaper ads.

Despite this mindset on behalf of campaign officials and media advisors, the newspaper industry is mapping strategies to win political ad dollars in the 1984 political year that begins with party caucuses and primaries later this winter.

The Newspaper Advertising Bureau has launched a campaign to alert its members to the potential of political advertising as a revenue source. NAB has prepared brochures, model letters to candidates, work kits and slide presentations to provide newspapers with data and suggestions on how to go after political-ad dollars [presstime, Oct. 1983, p. 28].

Meantime, individual papers are citing new syndicated data from the Simmons Market Research Bureau and Scarborough Research Corp. to challenge television's claim that it reaches the elusive voter most effectively.

The stakes are substantial, too. Experts project that campaign expenditures this year for the entire gamut of elections—from the White House to the courthouse—will exceed $1 billion. About 60 percent of that—$600 million—is expected to go directly into campaign advertising. That's a sizable part of the U.S. advertising business, which is expected to total more than $85 billion in 1984.

Media Records Inc., which measures newspaper advertising linage, estimates that during 1980, $26.7 million was spent for campaign advertising in newspapers.

Three barriers. In seeking to enlarge their piece of the political advertising pie, newspapers face three formidable barriers deeply rooted in past experience and in previously unchallenged beliefs of many veterans of American political campaigns:

- That television is, by its very nature, a more effective medium than newspapers for reaching voters
- That television spots, though costlier to produce, are easier to get before the public than newspaper ads
- That there is research to measure the impact of political advertising on television, but no such research for newspapers.

"Let's face it, television is sexy," says Edward N. Blakely Jr., communications director of the National Republican Congressional Committee.

Commented the Democrats' Francen: "When a (TV) campaign gets going, you really feel it. You can just feel it go. You

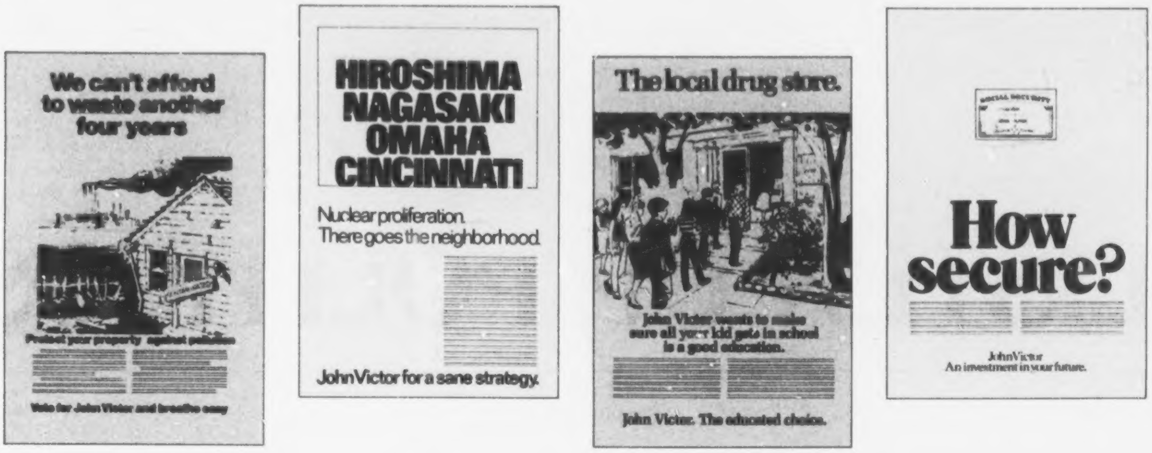
Keeping within the law on campaign ads

While mapping efforts to convince candidates to increase the amount of political advertising placed in newspapers, publishers and advertising directors should be aware of existing federal laws that apply to political advertising.

Essentially, the laws focus on rates and on identification of the person or group placing the ads. The laws apply to political campaigns for federal office only.

Each ad must state clearly and conspicuously what person or organization paid for the ad and whether it was authorized by the candidate named. Corporations, national banks and labor unions are prohibited from making expenditures from their treasuries for a candidate for federal office.

The rate for political advertising must be no higher than the highest rate charged for non-political ads. Rates must not differ from candidate to candidate. If differing rates are charged two candidates for the same service, the amount of the difference of these rates may be considered an illegal campaign contribution by the newspaper.



We can't afford to waste another four years

Protect your property against pollution

Vote for John Victor and breathe easy

HIROSHIMA
NAGASAKI
OMAHA
CINCINNATI

Nuclear proliferation.
There goes the neighborhood.

JohnVictor for a sane strategy.

The local drug store.

John Victor wants to make sure all your kid gets in school is a good education.

John Victor. The educated choice.

How secure?

JohnVictor
An investment in your future.

Prototype ads prepared by the Newspaper Advertising Bureau give local candidates and newspapers ideas for campaign advertising.

get some feedback from newspaper ads, but it's not like (TV)."

Moreover, the recent trend in American politics has been to wage campaigns based largely on a given candidate's image, and television seems ideally suited for image-building.

On this point, NAB provides material quoting political campaign pros who say that, image-building aside, it takes newspapers to "tell the facts, the real story" about a candidate and the opposition.

An NAB booklet quotes the president of the ad firm that handled Alabama Gov. George C. Wallace's successful 1982 campaign as saying: ". . . We felt the only way to effectively compare and contrast Gov. Wallace's stands on these issues with those of our opponent was in hard, cold print. Newspapers will be a much more valuable medium for us four years hence when cable systems and direct satellite broadcasts will have further fragmented the TV viewing audience."

And the NAB-prepared material cites some research newspapers may use in their fight for political ad dollars.

For example, it quotes a Simmons survey of 1980 voters showing that 72 percent of those who voted read newspapers. It also provides detailed data from the National Opinion Research Center showing that the more politically involved people are, the less they watch TV.

Actions by the newspaper industry to standardize advertising sizes, rate cards and invoices also are being made known to campaigns around the country as part of the effort to close the gap against TV and radio.

With the introduction of expanded Standard Advertising Units (see *Special Report*, p. 14), newspapers are now approaching the standardization of the 30-second TV or radio spot that can be placed easily in multiple outlets.

As an example of what can be done, NAB in the last week of the 1980 campaign placed in 326 papers nearly $2 million worth of Reagan campaign ads on a one-order, one-bill basis. It is planning to expand this service.

A lingering problem for newspapers is how to get new research data demonstrating newspapers' clout into the hands of experts in the field of political advertising.

"I don't think newspapers provide the same kind of demographic data television people do. (Arbitron and Nielsen) are crucial to me when I make decisions," says J. Stephen Powell, senior associate in the Los Angeles firm of Cerrell Associates. With newspapers, he adds, "I don't know what I'm buying."

In December interviews with presstime, other campaign media advisors made similar comments.

Active newspapers. But some newspapers have decided it's time to do battle with such attitudes. The Daily Freeman in Kingston, N.Y., is one of the papers actively soliciting political advertising by building on the NAB's "How to Win Votes and Influence People" slide-tape presentation and by helping candidates prepare ads.

"We didn't sit on our hands and wait for candidates to say, 'Hey, there's an election and we need some ads,' " says John M. Greklek, the Freeman's marketing director. "We went out and pursued them and told them what we could do for them."

Assuring each side in a political race of confidentiality, the Freeman's advertising staff drew up sample ads for opposing candidates and worked out week-by-week, day-by-day campaigns. Greklek claims this strategy substantially increased political-ad linage from a previous election year.

Two other papers, The Greenville (S.C.) News and Greenville Piedmont, have prepared maps of areas with unusually high voter turnout and offered advertisers targeted distribution of campaign advertising by ZIP codes.

The South Carolina dailies also found that, whatever the supposed emotional impact of television, TV reaches fewer people in the circulation area than newspapers. This newspaper dominance in reach is intensified when ads are repeated, says Murray M. Howard, the papers' research and planning manager, because newspaper subscribers are more consistent in their reading habits than are TV viewers in their watching habits.

Taking its own offensive in seeking campaign ads, independent of NAB material, is The Des Moines Register—the largest newspaper in Iowa, whose caucuses are among the earliest and most spotlighted contests in the long presidential year.

Using data prepared by Iowa Scan, a statewide poll conducted by IMR/Opinion Research, the Register advertising department established a clear tie between readers of the newspaper and voters.

Presidential candidates have been sent brochures showing that 83 percent of Sunday Register subscribers and 88 percent of daily subscribers voted in the 1980 election. This is higher than the figure for all of Iowa's registered voters—76 percent.

"Historically (newspapers) have not been well-used (in campaigns), and we're trying to point out to (politicians) that they're making a mistake," says Nancy Mann, national advertising manager for the Register.

What Iowa Scan shows, Mann tells potential advertisers, is that "the politically active person is likely to be a newspaper reader." ☐

SAUs

Standardization returns to newspapers

BY MARGARET GENOVESE
presstime staff writer

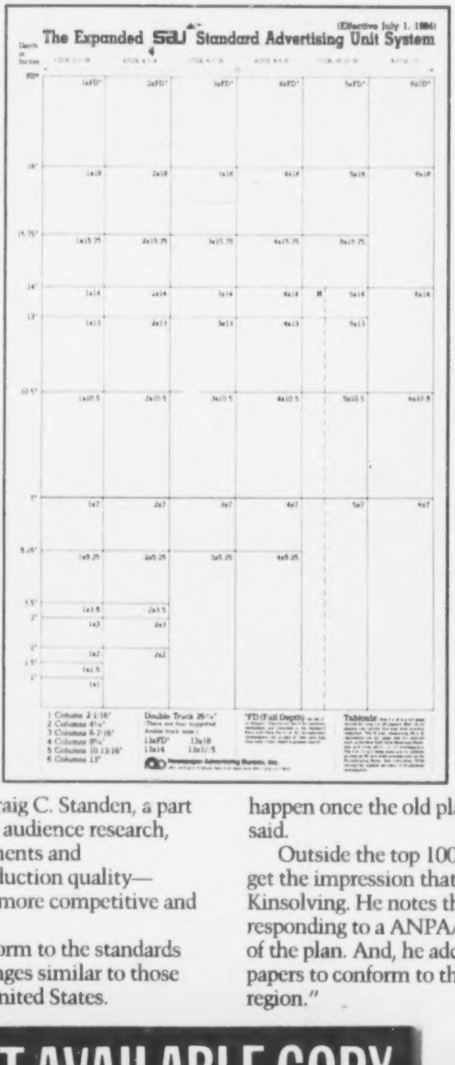
In Junction City, Kan., preparations began last summer. The supply of 34-inch wide newsprint was inventoried, and a new batch was ordered—28 inches wide. The pressroom foreman and production manager got to work on the single-width Goss Community press, making the adjustments necessary to accommodate the narrower web. New computer programs were written. Standing ads were redesigned. Advertisers were notified of the change from a seven-column to a six-column page.

By Wednesday, Nov. 23, the only thing left to do was inform the readers of the Daily Union why they were in possession of a paper a full half-foot "skinnier" than the familiar w-i-d-e version.

So, in a front-page story it was explained that the daily and Sunday papers "changed their size to conform to a national standardized size. Advertisers had asked the newspaper industry to standardize their papers so that they could produce one ad which would fit in any paper across the nation."

None of the experts involved in the expanded Standard Advertising Unit system will estimate how much more of the advertising pie newspapers could capture as a result of it. But they agree that the system is, in the words of Newspaper Advertising Bureau President Craig C. Standen, a part of a "bigger puzzle"—syndicated newspaper audience research, discounts for continuity, editorial improvements and investments in equipment to upgrade reproduction quality—which when assembled make newspapers "more competitive and more attractive."

As newspapers begin voluntarily to conform to the standards called for in the expanded SAU system, changes similar to those in Junction City are occurring all over the United States.


(Effective July 1, 1984)
The Expanded SAU Standard Advertising Unit System
Depth in Inches
1xFD*
2xFD*
3xFD*
4xFD*
5xFD*
6xFD*
18"
1x18
2x18
3x18
4x18
5x18
6x18
15.75"
1x15.75
2x15.75
3x15.75
4x15.75
5x15.75
14"
1x14
2x14
3x14
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2x5.25
3x5.25
4x5.25
3.5"
1x3.5
2x3.5
3"
1x3
2x3
2"
1x2
2x2
1.5"
1x1.5
1"
1x1
1 Column 2 1/16"
2 Columns 4¹/₄"
3 Columns 6 7/16"
4 Columns 8⁵/₈"
5 Columns 10 13/16"
6 Columns 13"
Double Truck 26¹/₄"
13xFD*
13x18
13x14
13x10.5
*FD (Full Depth)
Tabloids
Newspaper Advertising Bureau, Inc.

The good news is, officials at newspapers that already have converted to the standard, six-column page express pleasant surprise at how smoothly it went. They credit plenty of planning.

Even better news for the newspaper industry—and for advertisers—is that a large number of newspapers apparently will be on board the SAU streamliner when it departs July 1.

According to the advertising bureau's Charles M. Kinsolving Jr., with only one "possible exception," all central-city, broadsheet daily newspapers in the top 100 standard metropolitan statistical areas "will be in substantial conformity" by that date. Kinsolving, vice president marketing/new technology, notes that these papers comprise the majority of U.S. daily circulation.

The possible exception is in Oklahoma City where The Oklahoma Publishing Co.'s new printing plant is scheduled to open late this year. Initially, the company's two dailies, The Daily Oklahoman and the Oklahoma City Times, will be produced in both the old and new plants. Adjusting the newspapers' old presses to accommodate the change to the SAU system "would cost an awful lot of money," says Gates E. Oliver, director of advertising. What will happen once the old plant is phased out has not been decided, he said.

Outside the top 100 markets, the picture is not so clear. "We get the impression that most people are going along," says Kinsolving. He notes that 90 percent of the smaller papers responding to a ANPA/NAB survey last year said they approved of the plan. And, he adds, "there is a pattern generally for smaller papers to conform to the standards set by larger papers in the region."

BEST AVAILABLE COPY

All Knight-Ridder Newspapers Inc. dailies will be in conformance, Kinsolving says, as well as all dailies of Gannett Co. Inc., including its national, USA Today.

What the conformance rate for weeklies will be is even cloudier at this point. Joseph J. Amodeo, executive vice president of American Newspaper Representatives, the major national advertising representative firm for weekly newspapers, says he expects all weeklies will accept advertising in the new SAU sizes, but he believes they will be slower to change their page sizes than dailies.

Because advertising agencies are eager to know which newspapers will conform to the standards as of July 1, NAB and ANPA in mid-December mailed a questionnaire to all U.S. daily newspapers.

The SAU system does not apply to Canadian newspapers, which have their own standardization effort under way [**presstime**, July 1983, p. 38].

The rush is on. While some newspapers like the one in Junction City are well on their way to implementing the system, others are still holding back.

One such paper is the Journal Star in Peoria, Ill. "We are studying it," says Publisher John T. McConnell. "My guess is we will probably do it." But, he adds, "We may not make it by July 1."

Speculating on why more newspapers in his state have not begun to implement the system, C. Dennis Schick, executive director of the Arkansas Press Association, cites several reasons: the press of everyday business, "procrastination," and a "wait and see attitude" on the part of some publishers. But Schick predicts a "mass rush" toward implementation beginning this month.

All the SAU experts stress that newspapers cannot start the process early enough.

Walter E. Mattson, chairman of the newspaper industry's Working Committee on Advertising Standards, told the ANPA Operations Management Conference & Exposition last June that the mid-1984 implementation date was "just about the day after tomorrow" in terms of things newspapers had to do in preparation.

In October, he cautioned a gathering of newspaper finance officers that if their papers had not already started the process, their situation was akin to that of taxpayers who as of 11:55 p.m. on April 15 have not begun filling out their tax forms.

On Jan. 1, his advice to newspapers that have not started the conversion process was: "Good luck."

Mattson, who is president of The New York Times Co., hastens to add that not all newspapers will have the same degree of difficulty adapting to the standards.

But, he warns, "a newspaper that is currently not the size recommended, or a newspaper that is billing by the line rather than the inch could find themselves with a significant problem," particularly in the information systems area.

According to NAB's Kinsolving, by the beginning of this year newspapers planning to adopt the voluntary standards should have determined what, if any, adjustments to their presses will be necessary. And if the converting papers haven't begun rewriting their computer programs, "they better get to it in a big hurry."

SAU components

The expanded Standard Advertising Unit system calls for newspapers voluntarily to adopt:

- A six-column advertising format, a column width of 2 1/16 inches and a page image area 13 inches wide.
- The standard rate card format recommended by the International Newspaper Advertising and Marketing Executives—an 8 1/2- by 11-inch format, with three holes punched in the left side and information listed in the sequence in which it is listed in Standard Rate & Data Service Inc.'s Newspaper Rates and Data book.
- The 27 standard elements for inclusion on invoices recommended by the Advertising Liaison Committee of the Institute of Newspaper Controllers and Finance Officers
- The inch as the unit of measure for the depth of newspaper advertising, replacing the agate line.

The SAU system also calls for newspapers to offer and accept advertising in SAU units.

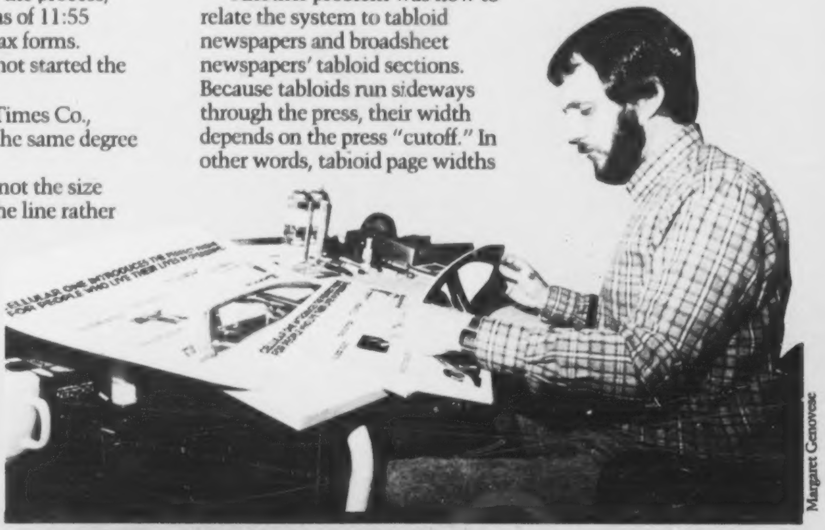
The system establishes 56 standard sizes plus one special size for short-cutoff tabloids.

The first three elements of the system—the page and rate card formats and invoice elements—may be implemented at any time. However, newspapers have been asked not to begin billing national advertisers by the inch and to continue accepting advertising in the previous 25 SAU sizes *until July 1*.

Glitches and questions. It was anticipated that some glitches would develop in the far-reaching system, Mattson says, and they have. However, he adds that "none of them, so far, have turned out to be beyond solution."

For example, one question involved calculation of total advertising space: How are classified advertising and such special newspaper products as preprinted inserts, both of which are not part of the SAU system, to be measured and reported so that there is comparability among all types of advertising? Media Records Inc. has suggested a formula for converting measured lines into standardized reported inches and is circulating the proposal to its members [**presstime**, Oct. 1983, p. 26].

Another problem was how to relate the system to tabloid newspapers and broadsheet newspapers' tabloid sections. Because tabloids run sideways through the press, their width depends on the press "cutoff." In other words, tabloid page widths



Margaret Genovese

Ad agencies' task of producing ads for newspapers will be simplified by SAUs.

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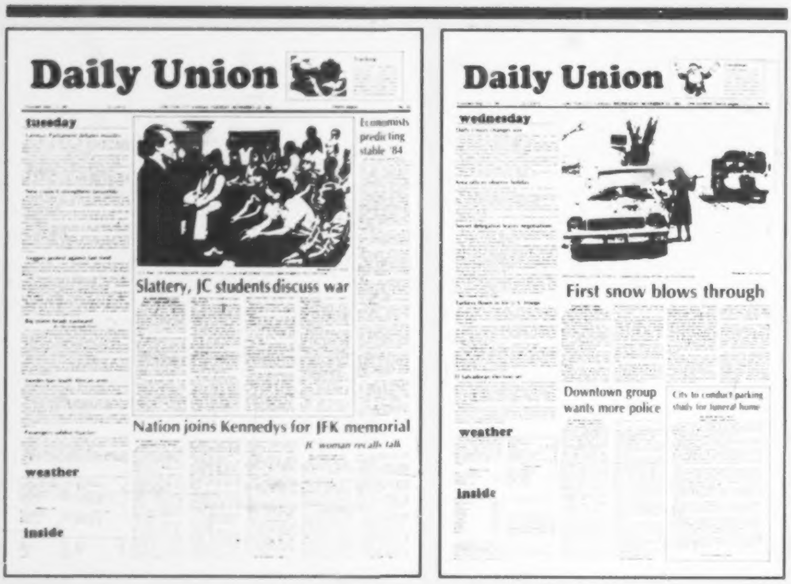
Daily Union
tuesday
Slattery, JC students discuss war
Nation joins Kennedys for JFK memorial
weather
inside
Daily Union
wednesday
First snow blows through
Downtown group wants more police
weather
inside

Before conversion to SAU format, Junction City daily was 6 inches wider.

are fixed in size by the diameter of the printing cylinder.

Broadsheet newspapers, on the other hand, run top to bottom through the press. Their width depends on the width of the paper roll. It is their depth that is determined by the diameter of the printing cyclinder.

The Working Committee does not recommend any standardization of press cutoffs, but rather offers another solution to the tabloid-width problem.

The committee determined that broadsheet newspapers with 23 9/16-inch, 22 3/4-inch, or 56 centimeter (22.047-inch) cutoffs could run five of the standard SAU columns in their tabloid sections with some photographic reduction of the page—1.38 percent, 4.97 percent and 8 percent, respectively. This assumes a "gutter" between pages of one inch; less reduction is necessary with a narrower gutter.

There is a certain irony in this solution. One of the basic reasons for the new SAU system was to do away with photographic manipulation of advertising art to fit varying newspaper formats. In no other instance does the expanded system call for photographic adjustments.

A further refinement of the tabloid situation addresses newspapers with an even shorter cutoff of 21 1/2 inches. The committee suggests these papers consider making up their tabloid pages in a six-column format, because a five-column format would involve severe photographic adjustments.

Of the 20 tabloid daily newspapers for which ANPA has production information, most are in the category of those that could accommodate the system with five standard columns and some page reduction. For the shorter cutoff tabloids, the Working Committee has added one special SAU unit to complement the standard units that fit the format.

This so-called "N" unit is a full-page ad for those newspapers. It was so-named for the two biggest tabloid papers in this category, Newsday of Long Island and the New York Daily News.

Despite the Working Committee's efforts to take care of the special problems of tabloid formats, some dissatisfaction lingers.

"Throughout the SAU process, the tabloids were treated like stepchildren, if they were treated at all, and basically they've gotten a real raw deal," says H. Philip Nesbitt Jr., vice president of the Society of Newspaper Design. Nesbitt Jan. 3 leaves the Chicago Sun-Times where he has been managing editor/graphics to become a newspaper design consultant.

The Working Committee also developed a solution to the problem posed by smaller circulation, broadsheet newspapers printing very wide pages. Some of these papers are loath to adopt a 13-inch-wide page because they lack the press capacity to expand the number of pages they print. In other words, loss of page width could not be compensated for by running more pages.

The committee suggests that newspapers in this predicament adopt the standard SAU column width but run seven columns across a page instead of six.

Another question being asked is, "What is the best format for a six-column page under the SAU system." The question arises because typesetting machines measure width in picas and points—not in the inches specified in the SAU system where the basic measure is: one column, 2 1/16 inches wide.

Working Committee member Frank J. Stanczak, an ANPA production engineer who is fielding production-related queries, says there is no best answer to that question. It depends, he says, on how much space newspapers want between columns. He says newspapers have a choice of three formats that work within the SAU parameters—one with eight points of space between columns, one with 12 points and the third with 14 points.

Other-than-production questions are forwarded to NAB's Kinsolving. And he says he is getting quite a few about the SAU system's recommendations on invoices.

The Advertising Liaison Committee of the Institute of Newspaper Controllers and Finance Officers has recommended that newspapers list 27 specified elements, as a minimum, on their invoices. There is some confusion about certain of them, Kinsolving reports. The INCFO committee is now working to define these elements.

Another common question, Kinsolving says, centers around the situation where an ad runs one day in the classified section and the next day in another section. How does the newspaper respond when the advertiser asks why he is being billed on the basis of eight or nine columns one day (for classified display) and six columns the next. "The answer," he says, "is you've got to explain it to him."

Kinsolving notes that the burden for explaining the system to local advertisers falls on the newspapers themselves. But NAB is preparing booklets to help. The bureau also is preparing brochures that it will distribute to advertising agencies, national advertisers and national retailers.

Committees, computers. To help newspapers that decide to adopt the system, ANPA and NAB last August distributed another publication, prepared by the Working Committee, that lists matters for each newspaper department to consider. Many newspapers are using the booklet as their basic blueprint for conversion. Additional copies are available from ANPA.

As they begin the implementation process, many newspapers are first forming an interdepartmental committee.

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Changing computer programs is "the most time consuming and one of the more costly tasks of this project," says Barry T. Peckham of The Dallas Morning News.

At the Chicago Tribune, for example, a "project team" was formed last September, and it will continue to meet about once every three weeks until July 1.

The first assignment for each team member was to draw up lists of tasks and timetables for his or her department. Then team captain D.M. Robertson, special projects manager for advertising, compiled a conversion schedule. Robertson recommends that newspapers give one person the responsibility of bringing all the pieces of the conversion puzzle together.

Changing computer programs is "the most time consuming and one of the more costly tasks of this project," according to Barry T. Peckham, assistant controller at The Dallas Morning News.

While the Morning News already has the correct page size, it operates under a nine-column advertising format and bills on a per-line basis. Therefore, the conversion means "some rather significant changes to our billing and statistical computer programs," Peckham told a seminar on the SAU system arranged by the Texas Daily Newspaper Association.

Providing a financial-side perspective on the conversion process, he said that 162 computer programs will have to be changed at his paper, including those for billing, contract administration, past financial performance, daily linage and production control. He says the project will take 65 man-weeks of work.

In recognition of the critical role its computer experts play in the SAU conversion, the Morning News has designated the data processing department manager as co-chairman of the paper's interdepartmental project committee.

Non-metro papers also are finding they face a major task in the computer area, as Frank B. Burke, treasurer of South Jersey Publishing Co., recently discovered. Analyzing what will be involved as The Press of Atlantic City adopts the SAU system, Burke determined that converting to inches, switching to a six-column advertising format and incorporating some of the INCFO invoice recommendations will require changing 175 computer programs. He estimates it will take the paper's data processing manager 18 weeks to complete the assignment.

Information sharing. If computers are the most challenging internal aspect of adopting the system, educating local advertisers on what it means for them is perhaps the most challenging external aspect. And when it comes to finding the best way of communicating the six-column standard to advertisers, there is an extraordinary amount of information-sharing going on among newspapers.

"I think we picked the brains of everybody else that had done this prior to ourselves," says Roger H. Clapp, advertising director at the Richmond (Va.) Times-Dispatch and The Richmond News Leader.

Those papers changed from eight- to six-column format and began billing retail customers in inches last April, just before the SAU system was formally endorsed by the boards of directors of ANPA and NAB. Clapp says his newspapers were committed to narrowing their newsprint web from 59 inches to 55 inches anyway, and they "gambled that (the SAU system) would be approved."

There is a wealth of experience upon which newspapers like those in Richmond may draw. Since The Courier-Journal and The Louisville Times became the first metropolitan dailies to switch to six columns in 1965, more than 500 other dailies have done so.

Advertising officials at some long-established, six-column newspapers report they have been innundated with requests for "how-to" information.

That's what happened to The News and Observer and The Raleigh (N.C.) Times after Advertising Director Fred D. Crisp Jr. appeared on an SAU panel at a meeting of the International Newspaper Advertising and Marketing Executives. Crisp mentioned that his newspapers had prepared a booklet for ad staffers to facilitate a 1981 switch from eight to six columns. The 10-page booklet contained likely questions from advertisers and suggested responses. As soon as Crisp returned to Raleigh, requests for copies of the booklet began pouring in. More than 100 such requests eventually were received.

To ensure that his sales staff could explain the changes to advertisers when The Evansville (Ind.) Courier and The Evansville Press adopted the SAU six-column format Oct. 2, Richard R. Graybill, advertising director, instituted a formal training program.

Graybill introduced his sales staff to the new format with a cake. "We divided the cake into nine columns and six columns," he says. "Those needing a larger piece, of course, got the six-column."

From his vantage point, the conversion was a piece of cake. "It just went amazingly well," Graybill says. The advertising department also produced a printed information sheet and a prototype newspaper to assist in the communication effort.

One important message to get across to advertisers, says Harry L. Garrett, advertising director of The Index-Journal in Greenwood, S.C., is that "you are not trying to raise rates underhanded" with the format change. His newspaper is scheduled to switch from eight to six columns this month.

Although the Working Committee advises newspapers that they "may wish to avoid combining the format change with a rate increase," at least two newspapers went ahead and did it. The El Paso Times and El Paso Herald-Post raised their rates 8.5 percent last July—on the same day they converted to six columns. And they encountered little adverse advertiser reaction.

"We just decided it was best to go ahead and do it at that time and get it over with, and I was glad we did," explains William W. Berryhill, advertising director for the Newspaper Printing Corp., which is responsible for selling ads for both papers.

Pressroom, newsroom. Although NAB's Kinsolving says adopting the system "turns out to be less of a production problem than a procedures and pricing problem," some papers have found that conversion to SAUs requires time-consuming and costly adjustments in the pressroom [presstime, Sept. 1983, p. 36].

John H. Phillips, production director for The Arizona Republic and The Phoenix Gazette, estimates that it cost the papers $1.6 million and took six months to adjust 62 press units and seven folders when they went from a 57-inch to a 55-inch newsprint web last August.

All the work was done by the newspapers' staff from engineering plans purchased from press manufacturer Goss Newspaper Products. Goss personnel were retained to oversee the operation.

Phillips recommends that other newspapers also consult their press manufacturers before attempting to make adjustments. He adds: "I can't say enough for planning."

As with the switch to six-column format, narrowing web widths is nothing new for newspapers. Press manufacturers say the expanded SAU system will accelerate a trend toward narrower webs and shorter cut-offs that began with a desire to save on newsprint costs.

The editorial side also plays a role in the conversion process. Some newspapers are taking the opportunity afforded by the conversion to dress up their news columns.

For instance, when The Joplin (Mo.) Globe converted last August, it also redesigned its front and inside pages, added some new features, changed body and headline type, and went to "downstyle" for headlines.

Even if wholesale changes are not made, there still are many editorial nooks and crannies that must be attended to when a newspaper shifts to SAUs.

Drake Mabry, associate editor and assistant to the publisher of The Des Moines Register, recommends that a newspaper's editor, data processing manager, production director and layout artist gather two weeks' worth of papers and go through them "inch by inch and column by column" to determine what should change. The Register made the six-column switch several years ago.

Pockets of resistance. Despite all this activity, there remain "pockets of resistance" to parts of the system, admits Working Committee member Frank J. Savino, vice president/marketing of The Record in Hackensack, N.J.

One holdout, John E. Andrist, publisher of the Omak-Okanagan County (Wash.) Chronicle, cites economic reasons for his decision not to adopt the standard column and page size. The 6,000-circulation weekly runs six columns across its page, but the page measures 14 3/4 inches in width. "To reduce my column widths to the SAU standard would also reduce the amount of material that I can put on a page of paper and thereby force me to carry more pages to carry the same amount of material," says Andrist. Because the newspaper is printed elsewhere, "I have to pay that press for every time it rolls over, and if I make it roll over more, it's costing more money," he says. Andrist says his paper will accept ads in the new SAU sizes and charge advertisers only for the space they occupy.

Raymond L. Lancello of Metropolitan Newspaper Corp., which publishes The Green Bay (Wis.) News-Chronicle, a tabloid, and two broadsheet weeklies, says those papers probably will not adopt the system right away because they do not want to "upset" their advertisers by instituting a change. "We'll let our competitors get everybody mad, then we'll do it," says the sales promotion manager.

Also deciding not to adopt the system is the nation's largest daily, The Wall Street Journal. National Advertising Production Manager Robert D. Higgins says that because the Journal has always had a "somewhat different" column width than most major newspapers, requiring ads to be made up exclusively for its format, "we didn't feel there was any need for us to go with the SAUs at this time."

One publisher who had exorted his colleagues to support an alternative plan to the expanded SAU system now is reconciled to going the SAU route. However, Hugh B. Patterson Jr. says there will be "some expansion and some elaboration" on the system at his Arkansas Gazette of Little Rock. The paper will add some units to the system to provide for "modular" makeup, he says. "The expanded SAU program that has been proposed is an improvement over what they had before," Patterson says, "and it's a hell of a lot better than nothing."

The Chicago Tribune's "project team" meets to discuss implementation of the SAU system.

Advertiser reaction. If all newspapers made it their New Year's resolution to adopt the system, no one would be happier than Frank J. Hajek and Donald Demarest, chairmen of the Newspaper and Print Production committees, respectively, of the American Association of Advertising Agencies. The AAAA formally endorsed the system in November [presstime, Dec. 1983, p. 37].

"The degree of success of the program is going to be contingent upon the degree of participation by the newspapers," says Hajek, associate media director and manager of print operations for the Dancer-Fitzgerald-Sample ad agency.

"I would like all papers, regardless of size and circulation, to get involved in the expanded SAU system," echoes Demarest, vice president and manager of print production for Young & Rubicam Inc.

At the Newspaper

COMING OCTOBER 1

A new look in The Evansville Newspapers designed for maximum readability, advertising effectiveness and space economy.

9

6

NINE TO SIX

The Evansville Newspapers, the #1 showcase for Tri-State advertisers, proudly announce the 6-column advertising format

We're Changing For The Best

THE ARIZONA REPUBLIC The Phoenix Ga

Increase Sales Reduce Cost with Sunday Woman Page 2

The El Paso Times

El Paso Herald-Post

MORE IMPACT FOR ADVERTISERS...

Super Six Column

GOP senators near budget compromise

Beginning July 1, 1983 new six column format gives you...

50% more per column inch

Compare the old inch and the New...

50% MORE SPACE PER COLUMN INCH

Old Column Inch

New Column Inch

Prototype newspapers are considered helpful in explaining to advertisers the switch to six columns.

Advertising Bureau, officials remind publishers of smaller newspapers that the system is important for them, too, because SAUs will be used by more than just national advertisers. The trend toward chain stores means that a large portion of retail advertising is now being developed in centralized company headquarters, they note.

Another thing to remember, according to NAB and others, is that after July 1 newspapers not billing in inches could encounter ad-agency resistance.

Otis Kirchhoefer, editor of Standard Rate & Data Service Inc. publications, says that newspapers declining to bill in inches are "kind of cutting their throats" because major ad agencies will be programming their computers to buy by the inch. Beginning with this month's edition of Newspaper Rates and Data, SRDS will be reporting rates in both lines and inches. Beginning with its July edition, only inch rates will be reported.

Kirchhoefer says, however, that if some newspapers continue to report their rates in lines, SRDS "will not kick them out of the book."

And how will advertisers respond once the new system is in place? Will additional advertising come newspapers' way?

Thurman R. Pierce Jr., chairman of the AAAA's Subcommittee on Newspaper Formats, admits, "We don't know."

Adds the J. Walter Thomson U.S.A. executive, the new SAU system is "one tool in the total marketing development of newspapers that favors more sales of advertising."

History. Pierce points out that in adopting the expanded SAU system, the newspaper business is not embarking on something new, but returning to the days when there was standardization of newspaper format.

That earlier standard got lost in the race to adopt new technologies, especially "cold type" processes. Cold type freed newspapers from the rigidity of typesetting formats mandated by Linotype machines; and the result of that freedom was literally hundreds of column widths and page formats.

To help advertisers cope with this bewildering variety, the newspaper industry in 1975 began a process aimed at regaining some sense of standardization.

First came what was known as "Advertising Dimension Standards." Then came the "Recommended AAAA Standard for Preparing National Newspaper Advertising Material."

This gave way to an earlier SAU system, endorsed in late 1980 by the ANPA Board. In that system, also voluntary, broadsheet newspapers were asked to accept advertising in 25 basic units and six alternative sizes; 15 of the units also could be used by tabloids [**presstime**, Jan. 1981, p. 9].

This earlier SAU system, which its designers admitted was a "compromise" to find the best fit for all newspaper formats, was targeted at national advertisers. Two weeks after that system officially took effect on Sept. 1, 1981, the ANPA Board authorized a study into the feasibility of extending the system to all advertisers, including retailers. The expanded SAU system was the result.

But will the standardization effort end here? Maybe not. The Association of Newspaper Classified Advertising Managers' new SAU Committee decided last Nov. 30 to send a questionnaire to the ANCAM membership to determine what degree of standardization exists in newspapers' classified pages.

According to ANCAM President Richard E. Riggins, the committee found "three or four newspapers at most" with a six-column classified ad format—and little interest among others to switch. But, says the classified advertising manager at the St. Petersburg Times and Evening Independent, there may be some trend toward classified standardization already under way, and the committee wants to find out what it is.

Beyond the possible inclusion of classified advertising, ANPA Vice President/Technical William D. Rinehart observes that adoption of the expanded SAU system is "a necessary step leading toward satellite delivery of ads." Rinehart also says the standardized format will reduce the complexities and cost of pagination equipment. And, he adds, it could spur development of new technologies for wirephoto transmission.

But for the moment, participating newspapers will not be looking ahead to satellite delivery or sharper wirephotos. They will be watching to see whether the expanded Standard Advertising Unit system will indeed pay dividends as newspapers compete with other media for advertising dollars. □

Related stories

- An ad-agency executive praises SAUs, p. 33
- All newspapers can benefit from SAUs, p. 40

NEWSPAPER RAVES ABOUT IT

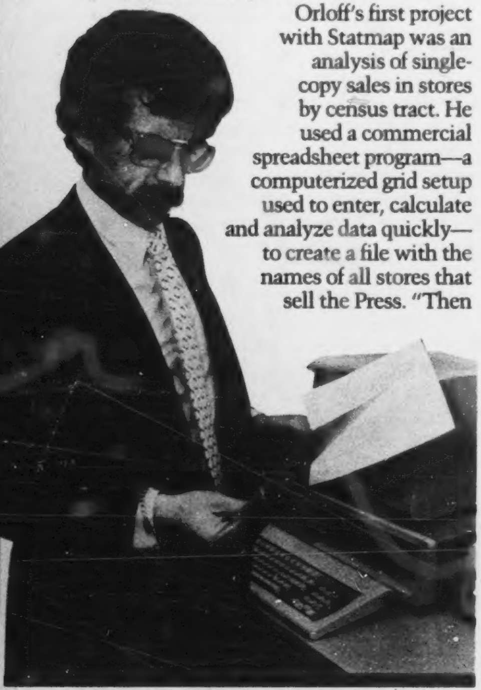
Computer program does imitation of Rand McNally

The Asbury Park (N.J.) Press is the first newspaper in the country to use the computer mapping program called Statmap, and the circulation, advertising, marketing and news departments are benefiting from it.

The program, which runs on the IBM Personal Computer XT, creates full-color maps that can be displayed on a color monitor or printed on a pen-plotter—an automated drawing machine used in mapmaking, chartmaking and lettering. Statmap is a product of Ganesa Group International of McLean, Va.

"The maps give us new perspectives on the information we use to make decisions," says Richard W. Orloff, the newspaper research manager. "And best of all, we can now create them quickly, without tying up the art department."

Orloff's first project with Statmap was an analysis of single-copy sales in stores by census tract. He used a commercial spreadsheet program—a computerized grid setup used to enter, calculate and analyze data quickly—to create a file with the names of all stores that sell the Press. "Then we entered the census tract for each store and the store draw for each day of the week," Orloff says. "The lotus 1-2-3 spreadsheet program converts this file into one that Statmap can read.



Orloff studies computer chart.

"We purchased special files with the geographic coordinates for all the census tracts in our market," he adds. "Statmap automatically matches that file with the data file we created. Then it draws each census tract and colors it in based on the value associated with that particular tract. We can select the colors and the value ranges. Statmap even puts a title and legend on the map."

If the staff likes the map, it sends the image to the pen-plotter. The plotter can make paper prints or acetate overlays for projection, both in the same colors as the version on the screen, Orloff says.

Circulation Sales Manager Richard D. Haas is impressed by the computer program's work. "We now have a graphic analysis of our market that regular computer printouts just can't give us," he says. "We can quickly identify pockets of opportunities that suggest some modification in our distribution strategies."

Geographic distribution of store draws was only part of the information the study yielded.

"We also polled our stores as to what time of day they sold the most newspapers," says Haas. "Then we gave each store a code of its best period and mapped it. This is vital information when we look at our truck routes and delivery times."

The use of Statmap is not limited to circulation maps. Recently, Orloff created a series of on-screen demographic maps that he ran at a trade show. And for a major advertiser, he created maps that showed retail sales for all 29 counties within the New York ADI (Area of Dominant Influence).

Geographic coordinate files are available for regions, states, counties, congressional districts, towns, census tracts, ZIP codes and any user-defined area.

"To create data files, users would need the dBASE II data base management program," Orloff explains, "because that is what Statmap is designed to read. However, Lotus converts its own files into dBASE II formats, so you don't need to buy both." The Press, however, does have both programs.

"I read that Sammamish Data Systems of Bellevue, Wash., converts census summary tape files into dBASE II data files and puts them on floppy disks," Orloff says. "So we bought two of the company's files. It saved us a tremendous amount of time. And we can really play with the data because Statmap, dBASE II and Lotus can read these files."

Sammamish also offers a program called Census Data System that reads census files and creates finished reports on the screen or printer. All the user does is specify the geography and data type desired, and a report is created.

Ganesa Group International, the producer of Statmap, also offers a program called PBG (Presentation Business Graphics), which Orloff uses to do further analysis. "Where data relationships need to be statistical instead of geographic, we use PBG in addition to Statmap," he says. PBG reads the same files as Statmap and converts the data into bar, pie, line and pyramid charts.

"It's really easy to use," the research manager reports. "The colors and the charts make the data easy to understand. PBG even has a feature that creates large size text for title pages or overlays." PBG can read files from several popular commercial software programs, including dBASE II and spreadsheet programs such as Lotus, Multiplan and Visicalc.

Press editors are keeping a close eye on the mapping and graphics coming from the marketing research department.

"When a graph is needed close to a deadline, we will be able to produce it in minutes," says John Van Pelt, graphics editor. "A few weeks ago, I needed a line graph showing trends for college board scores. I gave Rich (Orloff) the numbers, and we had a line chart in just a couple of minutes. He even scaled it down to the size I needed. We just traced it, shot a photostat, and we were ready to go."

Van Pelt and Orloff are also working to produce color graphics for publication in the Press. "With the pen-plotter," the graphics editor says, "we can divide the computer-generated colors of a graphic or map into their constituent parts and print them out as ready-made color separations."

Orloff says questions about the programs should be directed to him at (201) 774-7000, ext. 3230. ☐

You can mix water and ink!

Today, nearly a decade since the skeptics said it couldn't be done, the notion that you can mix water with ink continues to pay dividends at The Journal Co. of Milwaukee.

The Milwaukee Journal, which was a pioneer in color reproduction on newsprint, pushed newsprint color into a new era with the approach it took to convert from letterpress to direct lithography. The final solution not only solved a specific problem for the Journal and Milwaukee Sentinel but also has the potential to benefit offset printing.

The feasibility of mixing water and ink first came to mind in the mid-1970s when stereotyping was beginning to wane. Publishers throughout the country struggled with a similar problem: Should we convert to the new but expensive offset presses, to the ANPA-developed DiLitho® process or to one of the offset-conversion systems that had yet to prove themselves?

The Journal Co. searched for an alternative, relying on the talents of its pressmen, electricians and machinists. The staff at Newspapers Inc., the division of The Journal Co. that publishes the Journal and Sentinel, took the unprecedented approach of delivering a single mixture of ink and fountain solution directly to the plate. The letterpress units could retain their original ink-distribution systems, and the conversion could be done internally, greatly reducing the cost of the project.

Jerome T. Lettenberger, the company's building maintenance supervisor and catalyst for the project, notes that the letterpress ink-distribution system was relatively simple because the newspaper uses the letterpress ink distribution system also to deliver the fountain solution to the plate.

Lettenberger believed the ink and fountain solution could be premixed and delivered as a stable mixture to the plates, where it would separate neatly into its respective image and non-image printing areas. The question was: Would the ink print correctly if mixed ahead of time with the fountain solution?

In 1975, the first tests were conducted using a mixture of water and black ink. Encouragingly, the ink and water stayed together as a mixture, then separated precisely on the lithographic plates.

Newspapers Inc. subsequently outfitted its first letterpress unit for direct lithography. The press sported a mixing system and saddles to compensate for the differences in plate thickness. When the process proved to be a success, more units were converted.

In front of the press are (counterclockwise from front) Journal Co. President Warren Heyse, Kahlor, Adams, Assistant General Foreman Kenneth Roth, Lettenberger and Pressroom Foreman Jerome Krzeminski.

The conversions continued until late 1979 when all of the paper's black printing used direct lithography on modified presses.

Unfortunately, printing quality with the process red ink wasn't very good. Instead of forming a mixture, the ink formed weak solutions of chemical bonds with the fountain solution. Rather than producing vivid color graphics, a combination of "scumming" and "blinding" occurred. This meant that where an image was not supposed to appear, one did (scumming); and where an image was to appear, one didn't (blinding).

Recognizing that the problem was one of ink and chemistry, the company began working with an ink supplier, J. M. Huber Corp. of Edison, N.J., to formulate new color inks.

Says Kenneth W. Adams, Newspapers Inc. vice president-production director: "We had to come up with an ink that would hold the water in suspension so it would not mix with the pigment and oil. That was the whole key—keeping the water droplets in suspension so they would separate only when they hit the plate."

Carbon black, the black ink pigment had a chemical structure that wouldn't go into solution with water. But the structures of pigments used in color inks encouraged weak ink/water solutions.

After a great deal of analysis, Huber's chemists discovered ways to lower the ink's surface tension and keep it from going into solution. But the challenge didn't stop there. The inks had to work consistently, day in and day out, under a wide range of temperature, pressure and paper conditions.

After testing countless formulations, Huber's chemists—working closely with Newspapers Inc.—succeeded in finding the right combination for color inks capable of lithographic printing from a mixture of water and ink. In addition, an entirely new set of quality-control tests was developed for the special inks.

Once on the newspapers' presses, the inks proved to be a startling success. The last color deck was converted to direct lithography in November 1982. When all the costs were tallied, the conversion came in at well under $1 million.

Robert A. Kahlor, president of Newspapers Inc., says, "Development and implementation of this system by our staff was a remarkable achievement. We firmly believe we developed a unique direct lithographic system that provides better quality at less cost than any direct lithographic or offset conversion system being used today."

Journal and Sentinel editors are enthusiastic about the quality of color reproduction. The papers display front-page color daily and in several special sections throughout the week. Says Sentinel Managing Editor Trueman E. Farris Jr., "We're confident that we will get excellent, often spectacular, color."

Adds Journal Editor Richard H. Leonard: "It's similar to offset color and has made a big difference to us because we're so color-conscious. I think our expanded use of color has made the paper much more appealing."

Huber officials believe their special inks might be useful for other applications as well. One might be to improve the ink distribution on offset presses.

Customer Services Manager Robert Keoughan says, "At Newspapers Inc., whatever goes through the ink-distribution system is a constant flow that never changes. The newspapers have eliminated the need to change continually the ink and water balance." ☐

Pagination
graphics progressing, vendors blossoming

BY PAUL KRUGLINSKI
presstime technical writer

Interest in pagination technologies—both within the newspaper business and among vendors offering the systems—continued to grow in 1983.

Instead of dramatic breakthroughs, though, last year's pagination scene was marked by the signing of a number of marketing agreements among vendors. Many firms seemed to realize that the cost of developing all the components of a total system is beyond the means of one firm.

It was also a year when many newspaper executives say they stepped back to look at the broad pagination picture. No longer dazzled by this technology, the executives asked pointed questions about the status of pagination—what it is doing at various newspapers, what new systems are available or on the horizon, and whether, in the end, it is better to buy now, buy later or forget about buying altogether.

Another key question is whether more traditional newspaper equipment being purchased, such as front-end systems and typesetters, is compatible with pagination systems should a subsequent decision be made to go into electronic page makeup.

By year's end, more than three dozen U.S. daily newspapers were electronically composing at least some of their pages. But technology specialists say that only four newspaper operations are using the most sophisticated aspects of pagination: principally the conversion of photographs and line art into electronic impulses—"digitizing"—and then using a laser output device to create complete pages on photographic paper, negative film or plates.

On the newspaper side. Of late, the Gannett-owned Utica, N.Y., newspapers—The Observer-Dispatch and The Daily Press—have drawn the most interest.

According to George A. Alexander, associate editor of The Seybold Report on Publishing Systems, which monitors electronic prepress systems, Utica's Hastech Inc. pagination system and related equipment come closest to the ultimate pagination concept—the ability to manipulate electronically both text and graphics and then deposit the data directly onto a printing plate or film.

"It's just now beginning to work," says Alexander. "Utica comes closest to being a true pagination system."

While the page text is now being composed electronically at Utica, the editors at the makeup terminals still have to leave space on the page for the artwork, advertising and halftones. These graphic elements are exposed onto the plates at the platemaking stage.

The Utica dailies are among those that are using Layout-80™, the ANPA-developed software package that electronically dummies advertising into the newspaper.

A number of other Gannett newspapers that are experimenting with pagination are watching developments in Utica.

For instance, Cocoa (Fla.) Today has expanded its Hastech system's memory capacity to accommodate digitized graphics, and the paper plans to switch from producing its composed pages directly on photographic paper to producing them on negative film. But according to Cocoa Systems Manager George E. Malone, making that move hinges on the success of the experiment at Utica.

"If Utica flies," he says, "we're the next in line for graphics capability."

Officials at the granddaddy of newspaper experimentation with pagination—Gannett's Westchester Rockland (N.Y.) Newspapers Inc., where the process began in 1981—will also be looking hard at expanding their graphics capabilities this year.

According to Joseph M. Ungaro, vice

Investor's Daily

Investor's Daily staff looks over paginated prototype—(from left) Editor Maryanne McNellis, Jack Lynch, Steve Fox, Timothy Ord.

president/executive editor of the newspapers, the 10 dailies produced at the two Westchester Rockland plants are currently incorporating ad makeup into their Hastech systems.

"We'll be looking at the rest of the graphic systems out there" in 1984, he says. Ungaro calls the move to manipulate graphics "a matter of evolution."

The fourth newspaper operation using sophisticated pagination, The Star-News of Pasadena, Calif., purchased its system from Information International Inc., or "Triple-I" [presstime, Dec. 1982, p. 38].

The Knight-Ridder daily continues to fine-tune the system.

Last year the paper added the new Triple-I 2025 Page Makeup Station for use in the classified department and a 2083 Electrostatic Hardcopy Proof Unit for proofing the paginated pages before they are phototypeset.

"We've reached the point where we're totally paginated except for regional and national advertising," says Publisher William R. Applebee.

The newspaper has the capability to manipulate advertising graphics electronically, he says, and will start doing so after negotiations are completed with the ITU union local, possibly early this year.

The Star-News also is converting its output process, which is now direct-to-photographic paper, to direct-to-negative, Applebee reports. "And we'll be looking at direct-to-plate" in the future.

The only other U.S. newspaper company to buy a Triple-I system is Dow Jones & Co. Inc., owner of The Wall Street Journal and Barron's financial weekly.

Composition Systems Inc. terminals now being installed in the Journal newsrooms will be part of a pagination system that will feature Triple-I file management and page-makeup stations similar to those at The Star-News. Dow Jones also will be using Triple-I's "raster converter," which converts data to digital form to allow the data to be sent via facsimile transmission.

However, the parallel between the two newspaper operations ends there, says Charles F. Russell, engineering manager at Dow Jones. Pages will be composed at five Dow Jones locations, then sent via facsimile transmission to the Journal's 17 printing sites. Russell says a prototype of the system could be operational by June.

On the vendor side. Hastech and Triple-I, the first entrants into the pagination sweepstakes, continue to market their wares with varying success.

Hastech seems to be getting the bulk of the business. Thus far, the firm has sold some variation of its system to 30 newspapers in North America. A basic HS-52 system consisting of one PagePro terminal and one AdPro terminal, disk drive, typesetter interface and software costs about $175,000.

Itek's Visitek system

Information International Inc. remains the only electronic page makeup firm whose equipment can scan broadsheet full-page advertising.

However, the system's price and some difficulty in editing text on it have slowed marketing efforts, according to many pagination observers.

A basic system consisting of a file manager, a page makeup terminal, a typesetter, and the hardware and software to scan halftones and illustrations costs about $445,000.

"There's a lot of interest," says Kevin P. Howard, Triple-I's manager/media and public relations. "But not many people are breaking out their checkbooks in the newspaper market."

Hastech and Triple-I have now been joined by many other firms attempting to market compatible pagination systems. Most are doing only bits and pieces, but three are aiming to produce the complete system.

Atex Inc. is marketing both editorial and classified pagination systems that are currently being tested at several sites. The Rocky Mountain News of Denver is testing the classified system, and The Minneapolis Star and Tribune and The Philadelphia Inquirer the editorial system. The firm expects to announce marketing agreements with other vendors by June.

Although it appeared the Harris Corp. was leaving the newspaper business last year when it spun off Harris Graphics Corp., the firm recently introduced the 8300 Page Layout System, which will be marketed to newspapers.

Three systems have been sold in Europe and three in the United States—one to the Alexandria (La.) Daily Town Talk and the other two to weeklies. Although the system has only text-paginating capabilities, the firm is developing an on-line graphics sub-system, which is expected to be introduced this summer. The current system also has a split-screen feature for text editing.

A new entry, Liber Systems Inc., demonstrated its pagination system at the IFRA '83 trade show in Amsterdam and will be demonstrating it at the ANPA Operations Management Conference & Exposition in Atlanta June 9-13.

What's impressing many people about the Liber system is its financial backing. Liber's parent company is worth $3 billion and is owned by the Swedish government, which gives the subsidiary the wherewithal to develop a sophisticated system, according to industry leaders.

Getting together. But far more firms are moving into the picture by joining hands

Spotlight on CPU-to-film

Although conditions for using electronic page makeup may be favorable, direct-to-plate production could very well turn out to be a costly technological mirage—at least for large metropolitan dailies.

Barry V. Harris, vice president/prepress at Dunn Technology Inc., points out that a newspaper with one million circulation would need about 20 laser-driven platemaking devices to produce the 1,200 plates per hour needed to print the paper.

At the present time, the lasers are both expensive and short-lived, notes the official of the high-technology research firm. And that makes the technology very unattractive.

All in all, he concludes, the return on investment is too poor for any large newspaper to consider it. The more logical route for metro dailies, he believes, is direct-to-negative technology: using lasers to expose negative film, then using the film to expose plates

George Alexander, associate editor of The Seybold Report, agrees: "The multimachine problem at large metropolitan dailies remains a problem, and the more likely route for them to go is to negatives."

Triple I's 2025 Page Makeup Station displays page with graphics.

with some pagination pioneers to produce comprehensive or "integrated" systems.

"People in this business are no longer trying to build everything themselves," says Barry V. Harris, vice president/prepress of Dunn Technology Inc., a California-based consulting firm.

For example, Harris points out that in the Hastech pagination system, ECRM supplies the scanner, Hastech provides the front end, EOCOM adds the Laserite output device and Compugraphic makes the software that drives the Laserite.

The Hastech-ECRM-EOCOM-Compugraphic arrangement was handled under what is known as an original equipment manufacturers, or OEM, agreement.

On the proliferation of marketing agreements, Triple-I's Howard says, "There's a lot of cooperation among different manufacturers toward plugging holes in systems."

Another example of an OEM agreement links Camex Inc., which makes an output system for pagination, with Monotype Inc. for its laser output device, Bitstream Inc. for its software package for fonts, and Canon Corp. for its laser proof maker.

Monotype has been particularly busy of late, having made other marketing arrangements with Hastech and Itek Composition Systems for the use of Monotype's optical sub-assembly or laser-output devices, the Lasercomp. It also has developed an interface process for direct-to-plate applications. In the last 12 months, the firm made some direct entries into the newspaper business, signing contracts with four newspapers.

Other examples of firms that specialize in making specific parts of complete pagination systems include:

- Applied Printing Technologies Inc., which last year sold a $260,000 electronic page makeup system to the Frederick (Md.) Post and News for the classified department. Now Applied Printing is installing an editorial system that yields a full page on a phototypesetter.
- Autologic Inc., which offers a system that is essentially CPU (central processing unit)-to-plate but is compatible with a typesetter. Currently, Autologic is incorporating into the system Hell Pressfax P1912 flatbed scanners and recorders, which store digitized graphics and photographs.
- Bedford Computer Corp., which is now marketing to newspapers its commercial electronic composition system that uses "integrated workstations"—terminals that do not depend on a mainframe computer for operation—instead of central processing units. The firm believes the system, which will be demonstrated at the Atlanta Exposition, has applications for display advertising make-up.

Memory advances

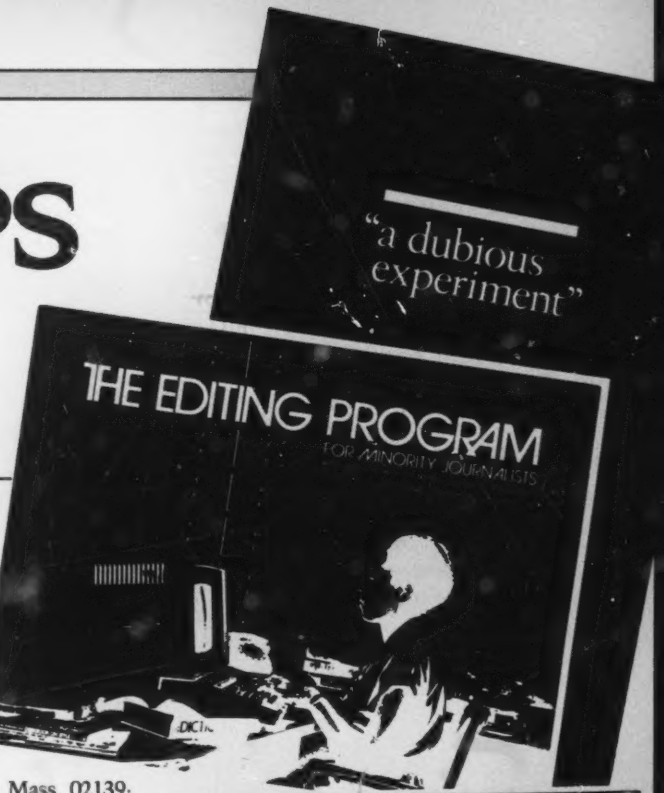
Optical disk storage could accommodate all of the digital graphics data involved in full pagination. The technology is just now developing. A report will appear in February's presstime.

- Camex, which besides being involved in OEM agreements is also marketing a system primarily used for display advertising. The SuperSetter system is now being installed at The Providence (R.I.) Journal and Bulletin and at The Times Journal Co. in Washington, D.C.
- Chemco Systems Co., which has OEM agreements with Hastech, Camex, Triple-I and Liber Systems whereby page makeup systems produced by those firms would use either News-Scan 1500 film-exposure devices or News-Scan 2500 platemakers.
- Crosfield Data Systems Inc., which also has OEM agreements with several firms and whose central system blends a Datrax input scanner with a Monotype output device that writes directly to the plate or to a lasermask—that is, masking material sensitive to lasers. Crosfield sold its first pagination/CPU-to-plate system to William O'Neil & Co., which plans to use the system to produce a new newspaper, Investor's Daily.
- HCM Graphic Systems Inc., which sold its Hell Pressfax black-and-white, flatbed laser scanner to several vendors and to some newspapers, among them The Dallas Morning News.
- ImagiTex Inc., formed by former Hastech employees, provides the Graphpro scanning subsystem and imaging processing workstation (electronic darkroom). In addition to working with Hastech, the firm also has an OEM agreement with Camex.
- Itek, which is currently negotiating with an unnamed New England newspaper to install the Visitek pagination system. In addition to its own electronic page makeup system, Itek is still marketing the European-made Sim-X Inc. system.
- Xenotron Inc., which continues to market primarily its ad composition equipment—now being used by about 20 newspaper customers, according to the company. Like Camex, the firm is moving toward the development of a single work station that will handle both text and graphics.

Because of all the OEM and joint-marketing agreements among the pagination equipment manufacturers, observers say one of the features at the June ANPA Exposition may very well shape up to be an assortment of demonstrations of fully integrated pagination systems. ☐

FELLOWSHIPS
plentiful, thanks to private funding

BY MARCIA FRAM
presstime staff writer



Reporting Business

Business Journalism

Government funding is gone, but the number of fellowships to mid-career journalists continues to grow, financed in a variety of ways.

The National Endowment for the Humanities ended a decade of federal funding for mid-career journalists in 1983 with final grants of $264,313 to Stanford University and $268,759 to the University of Michigan.

But the programs, modeled after Harvard University's 46-year-old Nieman Fellowships, are continuing with alternate funds. The John F. Knight Foundation picked up the tab at Stanford. At Michigan, the university is contributing 10 percent and private donors the rest.

Each of the three fellowships—Stanford, Michigan and Harvard—offers full access to university courses, as well as a central core of seminars, for up to 12 American and about five foreign journalists. Participants get free tuition, many university privileges and a stipend to offset loss of salary for the academic year—$20,000 at Stanford, $18,000 at Michigan and $12,000 at Harvard.

The application deadlines are Jan. 31 for Harvard, Feb. 1 for Stanford and March 1 for Michigan. For information, contact:

- Director, John S. Knight Fellowship Program, Department of Communication, Stanford University, Stanford, Calif. 94305; (415) 497-2558
- Journalists in Residence, University of Michigan, 2072 Frieze Building, Ann Arbor, Mich. 48109; (313) 763-2400
- Neiman Foundation, Walter Lippmann House, 1 Francis Avenue, Cambridge, Mass. 02138; (617) 495-2237.

Also modeled on the Neiman program, but geared to science writers, are the year-old Vannevar Bush Fellowships at the Massachusetts Institute of Technology. Print and broadcast professionals receive a stipend of $16,000, plus authorization to audit courses at MIT. Participants meet for seminars and produce a magazine-length article.

Deadline is Jan. 15. Contact Victor K. McElheny, Program in Science Technology and Society, Room E5-105, Massachusetts Institute of Technology, Cambridge, Mass. 02139; (617) 253-3442.

Financial programs. Business, economics and finance remain well-funded areas for mid-career training.

The Walter Bagehot Fellowship Program in Economics and Business Journalism offers ten experienced journalists tuition and support for course work at Columbia University's graduate schools of business, law and related subjects, plus seminars with prominent figures in business and finance.

Deadline is early April. Contact Christopher Welles, Graduate School of Journalism, Columbia University, New York 10027; (212) 280-2711.

While the Bagehot Fellowships cater to experienced business specialists, the Herbert J. Davenport Fellowships at the University of Missouri attract writers with only a few years on the business beat or other writers with more general experience. About 20 participants pay $350 for tuition, room and board for a summer program.

Deadline is April 1. Contact the Business Journalism Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205; (314) 882-7862.

At Rensselaer Polytechnic Institute, journalists interested in the management and economics of technology-based industries are eligible to receive tuition and living expenses for selected management seminars in the school's continued education program.

Deadlines occur throughout the year. Contact Roland T. Eustace, associate dean, School of Management, Rensselaer Polytechnic Institute, Troy, N.Y. 12181; (518) 266-6442.

At Carnegie Mellon University, several business editors or writers have the opportunity to draw closer to the business world by taking part in an intensive, six-week management program for about three dozen business executives. The curriculum includes marketing, accounting, economics in the business environment, issues of competitive strategy, and management of new technology and human resources. Participants in the March 11-April 20 program receive room, board, tuition and a small stipend.

Deadline is Feb. 1. Contact John P. Handley, associate dean, director of executive programs, Graduate School of Industrial Administration, Carnegie Mellon University, 5000 Forbes, Pittsburgh, Pa. 15213; (412) 578-2304.

Legal, public-policy programs. A unique program for journalists covering legal affairs is in its eighth year at Yale University Law School, where up to five in a class can take a specially designed, one-year degree program, leading to an M.S.L. (master of studies in law) degree. Students get tuition and a minimal living stipend. Some also receive partial salaries from their newspapers.

Deadline is Feb. 1. Contact Jamienne Studley, Yale Law School, Box 401-A Yale Station, New Haven, Conn. 06520; (203) 436-8890.

The American Political Science Association administers Congressional Fellowships for people in mid-career. In the 1983-84 program there are two journalists among 47 fellows, who combine jobs on Capitol Hill with seminars conducted by APSA. Although APSA coordinates the program, it funds only seven of the slots.

Deadline for the 1984-85 program was Dec. 1, 1983. For information about the 1985-86 program, contact Catherine E. Rudder, director, Congressional Fellowship Program, American Political Science Association, 1527 New Hampshire Ave. NW, Washington, D.C. 20036; (202) 483-2512.

Occasionally, a journalist is selected for one of the 13-19 White House fellowships, which provide an opportunity to work with the staff of the President, Vice President or cabinet-level officials.

Pay is currently equivalent to a grade 15, step 3 government official, or about $50,000 a year.

The deadline for 1984 applications was Dec. 8. Deadline for 1985 applications will be late this year. Contact President's Commission on White House Fellowships, 712 Jackson Place NW, Washington, D.C. 20503; (202) 395-4522.

Specifically designed for journalists are the Kiplinger Public Affairs Reporting Fellowships at Ohio State University. They are made available to as many as 10 writers with two to five years' experience. Course work leading to a master's degree in journalism varies according to individual interest.

Deadline is Feb. 29. Contact the Kiplinger Program, School of Journalism, Ohio State University, 242 W. 18th Ave., Columbus, Ohio 43210; (614) 422-6291.

Ohio State also has a James Thurber Writer-in-Residence Project, which offers a $25,000 stipend plus a year's residence in an apartment in the newly restored Thurber home in Columbus.

The writer-in-residence would be required to teach one class per quarter at Ohio State and to act as "staff writing coach" for The Columbus Dispatch.

Steve Northup

Deadline is Feb. 15. Contact Donn F. Vickers, The Thurber House, 77 Jefferson Ave., Columbus, Ohio 43215; (614) 228-7441.

International studies. For a foreign correspondent, the Edward R. Murrow Fellowship at the Council on Foreign Relations offers a chance for independent work with pay.

Away from the pressures of daily deadlines abroad, the correspondent can broaden perspectives through a coordinated program of reading, study, discussion and writing. The fellowship also covers a limited amount of course work at a university in New York state.

Deadline is April 1. Contact Council on Foreign Relations, 58 E. 68th St., New York 10021; (212) 734-0400.

At least 10 scholarships are presented at the annual meeting of the Inter American Press Association, half for North Americans for university study in Latin America, and half to Latin American journalists for a year in U.S. or Canadian journalism schools.

Recipients receive $5,000 for the year, which covers tuition and other costs. Applicants must have a good working knowledge of both English and Spanish.

Deadline is Sept. 1. Contact Inter American Press Association Scholarship Fund, 2911 NW 39th St., Miami, Fla. 33142; (305) 634-2150.

For the third year, the National Press Foundation will cover the cost of three months of intensive study at the Cuernavaca (Mexico) Lanugage School for up to five journalists.

Deadline is July 1. Contact National Press Foundation, National Press Club, 529 14th Street NW, Washington, D.C. 20045; (202) 638-6867.

The Gannett Fellowships in Asian Studies offer six journalists a year's study at the University of Hawaii.

The fellowships include tuition, fees, transportation and a stipend. Applicants must be U.S. citizens and should have professional or academic backgrounds showing they can meet the university's standards for admission to graduate study.

Deadline is March 1. Contact Gannett Fellowship Committee, Center for Asian and Pacific Studies, University of Hawaii, 1890 East-West Road, Honolulu, Hawaii 96822..

The Rotary Foundation offers fellowships for one academic year in a foreign country, covering transportation, fees, room and board.

Applicants must be sponsored by a local Rotary Club. Deadline is March 1. Contact The Rotary Foundation, 1600 Ridge Ave., Evanston, Illinois 60201.

Columbia University's Graduate School of Journalism screens candidates for two foreign studies programs.

In the first, two U.S. journalists will be selected for the Paris-based Journalists in Europe program work with about 35 other journalists from around the world. Supported by the European Common Market countries, the eight-month program offers a year of study in political, social and economic issues. Candidates must have at least four years' professional experience, be 25-35 years old and have a good working knowledge of French. (An intensive French language course may be arranged immediately prior to the program for those who need one.)

Participants write articles based on their European experience for a quarterly journal. They may also file stories to their own newspapers or broadcasting organizations so long as this activity does not interfere with their studies. Although Columbia screens candidates, final decisions are made by the Journalists in Europe Supervisory Council.

In the second program, the John J. McCloy Fellowships enable two American journalists to study for a month in West Germany while two German journalists study in the United States.

Deadline for both programs is Feb. 15. Contact Donald Shanor, Graduate School of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-3837.

The East-West Center, an international educational institution established in Hawaii by the U.S. Congress in 1960, offers six Jefferson Fellowships to experienced American news editors, reporters and editorial writers. For nine weeks, they study and travel with Asian/Pacific counterparts.

Deadline for the February-to-April fellowship is in August. Contact East West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96848; (808) 944-7666.

Journalists are eligible for Fulbright Scholarships, depending on the needs of the countries that sponsor them. The scholarships usually provide travel and living expenses, as well as an allowance for professional needs such as books. Some Fulbrights provide fixed grants of up to $10,000 for the academic year.

Applications to Australia, New Zealand and South America are due June 15. Deadline for working elsewhere is September 15. Contact Council for International Exchange of Scholars, 11 Dupont Circle, Suite 300, Washington, D.C. 20036; (202) 833-4950.

Minority programs. Also being offered this year are three programs for minorities.

ANPA Foundation will provide 19 Minority Fellowships to journalists or journalism educators for newspaper-related training seminars in 1984. Seminars cover such areas as labor relations, management development, newsroom leadership, promotion, circulation and technology.

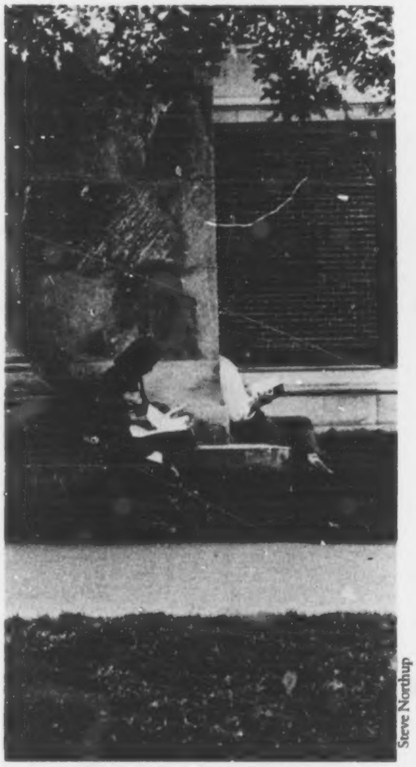
Deadline for seminars in the first half of the year is Jan. 23. Contact Nancy Osborn, ANPA Foundation, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

The Institute for Journalism Education, which has headquarters in Berkeley, Calif., operates two other minority programs.

The Summer Program for Minority Journalists trains 12 to 15 people between the ages of 21 and 35 who enter with limited or no professional journalism experience on daily newspapers, "and with a strong determination to succeed in the field of print journalism." A job is guaranteed for those who complete the June 3-Aug. 17 program.

Deadline is March 1. Contact Summer Program for Minority Journalists, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962.

The second IJE program, which is conducted at the University of Arizona in Tucson, will train 13 to 16 journalists for editing jobs. The June 3-July 17 session also provides management experience, with the objective of moving minority journalists up through the editing ranks to management positions. With a faculty drawn from all over the country, the journalists work on the university paper Headline, as well as on the copy desks of both Tucson newspapers—the Citizen and the Arizona Daily Star.


Steve Northup

First preference goes to journalists with at least three years' reporting experience, although the program will accept non-journalists with good language skills.

Deadline is Feb. 15. Contact Editing Program for Minority Journalists, Journalism Department, University of Arizona, Tucson, Ariz. 85721; (602) 621-5777.

Independent studies. Some fellowships are available for independent work, outside of a formal program.

The Fund for Investigative Journalism makes grants to writers in varying amounts, enabling them to "probe abuses of authority or the malfunctioning of institutions and systems which harm the public."

Since its beginning in 1969, the fund has awarded some 600 grants. Two grantees have won Pulitzer prizes; 40 have published books with fund support. The fund considers people with and without "track records."

Applications may be submitted any time and are considered periodically. Contact Howard Bray, executive director, Fund for Investigative Journalism Inc., 1346 Connecticut Ave. NW, Washington, D.C. 20036; (202) 462-1844.

The Eugene C. Pulliam Fellowship for Editorial Writers provides $10,000 grants for study and/or travel. In addition to samples of work, a candidate must submit a one-page summary of how the grant would be used and a letter from the employer approving the leave of absence.

Deadline is Aug. 1. Contact Pulliam Fellowship, Society of Professional Journalists, Sigma Delta Chi, 840 N. Lake Shore Drive, Suite 801 W., Chicago, Ill. 60611; (312) 649-0211.

The Alicia Patterson Foundation provides one-year grants to working journalists to pursue independent projects "of significant interest." Articles based on the research are published in the APF Reporter.

Grant recipients are chosen by a panel of judges in an annual competition which opens in June.

Deadline is Oct. 1. Contact Helen McMaster Coulson, executive director, Alicia Patterson Foundation, 1629 K St. NW, Suite 585, Washington, D.C. 20006; (813) 962-6060.

The Scripps Howard Foundation offers up to $2,000 a year for journalists working toward degrees.

Ten Ellen B. Scripps Fellowships go to working journalists seeking degrees in subjects other than journalism, such as law or economics. The Robert P. Scripps Graphic Arts grants are for training in business and production.

The process for selected 1984 grantees is already under way. Deadline for 1985 fellowships will be late this year. Contact Scripps-Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202; (513) 977-3000.

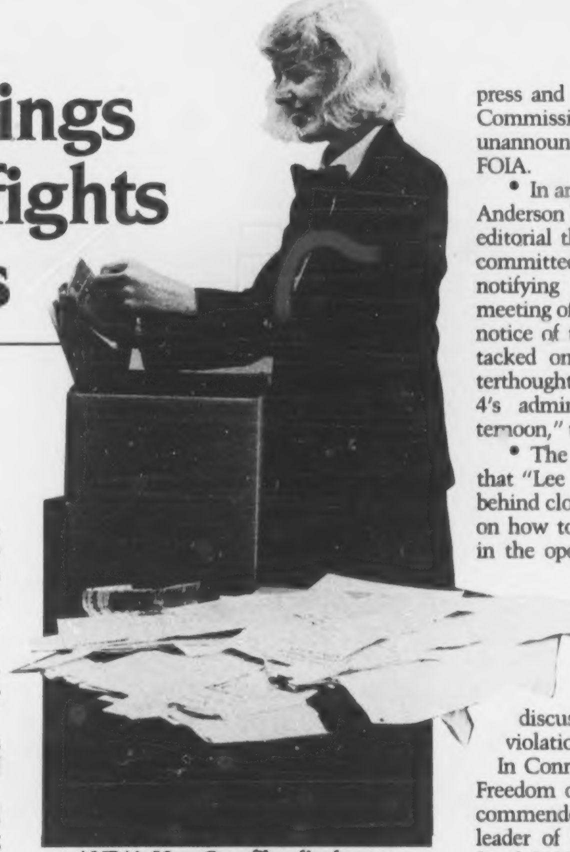
The Journalism Resources Institute of Rutgers University offers mid-career and continuing education seminars and conferences on both print and electronic journalism.

Because funding varies from program to program, depending on sponsoring foundations or university resources, applicants are encouraged to get in touch with the program office and indicate their areas of interest.

Contact Jerome Aumente, director, Journalism Resources Institute of Rutgers University, 185 College Ave., Rutgers University, New Brunswick, N.J. 08903; (201) 932-7369. ☐

News clippings document fights over access

BY MARGARET GENOVESE
presstime staff writer



ANPA's Mary Oran files clips by state.

When the Board of Selectmen in Southbury, Conn., voted to go behind closed doors to discuss the two candidates vying for appointment to fill a vacancy on the board, it triggered:

- An immediate protest from the reporter covering the board's meeting for The News-Times in nearby Danbury
- An editorial in The News-Times calling the action a "clear violation" of the state's Freedom of Information Act
- A letter to the board from the local Democratic Town Committee alleging impropriety in the naming of the new selectman.

A week later, the board scheduled reconsideration of the appointment—at an open meeting.

Similar scenarios featuring attempts by the press and public to gain access to government meetings and records are being played out in communities across the continent. They are documented in clippings received by ANPA's Legal and Government Affairs departments as part of an effort to monitor freedom-of-information controversies on the national and local levels.

Here is a sampling of some recent cases involving the press and others:

Open meetings. In Fort Smith, Ark., a city director—an elected official who is that community's equivalent of a city council member—alleged a violation of the state's Freedom of Information Act when public business was discussed at a directors' gathering in the home of the mayor.

After the disclosure, newspapers in and around Fort Smith dubbed it the mayor's "'Kool-aid and cookies' party." According to press clippings, the city prosecutor concluded there had been no intent to circumvent the access law, but the state's attorney general called it an apparent violation.

The Fort Smith lesson apparently was not lost on another Arkansas city. In a subsequent incident, the North Little Rock city attorney invited the city's mayor and aldermen to his lakefront cabin in Hot Springs. But he contacted the press ahead of time to emphasize the purely social nature of the gathering. "As a matter of fact," the Arkansas Gazette quoted the official as saying, "in the invitation I sent out, I told them the first one who says anything about city business gets thrown in the lake."

The issue of conducting official business in an unofficial setting also was addressed by South Carolina's attorney general, according to clippings from that state. An editorial in The Press & Standard of Walterboro applauded Attorney General T. Travis Medlock for ruling that the Charleston County Council violated the state's FOIA when it discussed business at a social gathering.

Elsewhere in South Carolina:

- The Greenville News-Piedmont Co. and two of the Greenville dailies' editors went to court to get a local airport commission appointment declared null and void because it happened at a meeting conducted without notification of the press and public. The Greenville Airport Commission denied the charges that its unannounced meeting violated the state's FOIA.
- In another notification squabble, the Anderson Independent-Mail charged in an editorial that Anderson School District 4 committed a "serious blunder" by not notifying the news media of a coming meeting of its board of trustees. "The only notice of the (Sunday) meeting had been tacked on a bulletin board like an afterthought—in a back hallway of District 4's administration building Friday afternoon," the paper said.
- The Sumter Daily Item reported that "Lee County Council members met behind closed doors . . . for a legal briefing on how to conduct government business in the open." The Item said the county attorney recommended the executive session to explain provisions of the state's FOIA, and the council agreed—in part because some members wanted to discuss questions about possible past violations of the law.

In Connecticut, a member of the state Freedom of Information Commission recommended that the acting majority leader of the Meriden City Council be fined $100 for violating provisions of the state's open-meetings law. The FOI commissioner was acting on a complaint by The Record-Journal of Meriden that topics discussed at a closed meeting of a city committee went beyond the subjects under which a meeting legally may be closed. The full, five-member commission must approve the commissioner's recommendation before it can take effect.

The Record-Journal also labeled as an "apparent violation" of the open-meetings law a session of the Meriden Board of Water Commissioners from which the press was barred. The paper quoted a board official as saying the gathering, to examine a Water Department audit, was a "conference" or "workshop" at which no votes were taken.

Meanwhile, in Bolton, Conn., the Board of Education decided not to appeal to the courts an FOI Commission decision that the board violated the open-meetings law by holding two secret meetings and by withholding documents pertaining to them. The complaint was lodged by the editor of the Manchester Herald.

Open records. In addition to the open-meetings battles, the access tug of war is marked by continuing skirmishes over government records.

In Genesee County, Mich., the Board of

Commissioners agreed to release an investigative report requested by the Flint Journal under Michigan's FOIA. But according to an account in the Journal, the board—on advice of its attorney—reversed itself a week later.

In taking that action, the board cited an FOIA exemption for communications between attorney and client. The report, prepared at the request of the county and paid for by public funds, figured in a $150,000 out-of-court settlement of a former county employee's lawsuit against the county and county commissioners.

The Journal, in an editorial titled "County is in error on secret report," noted that "as matters stand, the public could be left with the impression that county officials are protecting themselves by suppressing an investigative report dealing with alleged official misconduct."

In Maryland, a two-year-old dispute over access to county records was settled by the state's Court of Special Appeals. The court, ruling on a suit brought by The Sentinel of Montgomery County, established guidelines that The Baltimore Sun said "appear to make it easier for state and local officials to withhold internal documents from public disclosure."

The guidelines state that to withhold documents, officials only have to provide evidence that release of the documents would be contrary to the public interest. The court also said that trial judges do not have to look at the documents to make their own determination if their release would harm the public interest.

The Sun also reported on litigation in another Maryland court where the right of a union local to financial records of state nursing homes was upheld. A Baltimore circuit court judge ruled against 17 nursing homes that contended the records were "confidential" and should not be released under the state's FOI law.

And so it goes, from community to community, from coast to coast. The battle for open records and open meetings shows no signs of subsiding [**presstime**, Jan. 1982, p. 4]. □

Gathering of association managers hears litany of concerns affecting newspapers

Access laws and advertising taxes. Postal rates and libel awards. Newsracks and newsgathering. These and myriad other topics were discussed by managers of state, regional and national newspaper associations at their recent two-day State Legislative Issues Conference in Reston, Va.

According to members of the Newspaper Association Managers organization, this year's conference was a considerable departure from previous meetings.

The press association managers initiated the conference in the late-1970s to trade legislative war stories and strategies on an informal basis.

This year, ANPA offered to serve as host to it at The Newspaper Center and to assist in structuring the sessions.

The resulting program, which featured discussions on some federal government issues in addition to state government topics, was a success. "Just outstanding," declared NAM President Eugene G. Carr, executive director of the North Dakota Newspaper Association, after the Dec. 12-13 conference that attracted managers or other personnel from 29 associations.

Among other things, attendees said they found particularly helpful the two-inch-thick stack of briefing papers prepared by the ANPA staff and the parade of outside speakers.

One of the major concerns that loomed over the sessions was the possibility of new state and local attempts to tax newspaper advertising. A half-dozen managers raised their hands when asked how many anticipated the issue would come up in the next session of their state legislature.

Press association managers Don R. McNeil (right) of Tennessee and Warren M. Hoyt of Michigan listen intently to presentation.

While libel has not been a particularly active issue before in state legislatures, Henry R. Kaufman, general counsel for the Libel Defense Resource Center, told the managers that if "adverse trends" continue, it could become one.

Kaufman said a libel case currently before the U.S. Supreme Court may lead to "forum shopping" by plaintiffs for states with statutes of limitations longer than the usual one year. He noted that the case, *Keeton v. Hustler*, was brought in New Hampshire where the statute of limitations had not expired [**presstime**, Oct. 1983, p. 12]. One response, he said, would be to try to get states to reduce legislatively their statutes of limitation.

The general counsels of ANPA and of the National Newspaper Association briefed the managers on developments in the postal area—especially the new rate proposal of the U.S. Postal Service [**presstime**, Dec. 1983, p. 19].

W. Terry Maguire of ANPA said the newspaper industry's Joint Postal Task Force will attempt to get the "weight break" for third-class mail reduced from the proposed 4 ounces to 1 or 2 ounces. Third-class mail is used by direct mailers to deliver "marriage-mail" packages in competition with newspapers. The weight break—currently 3.91 ounces—determines the weight of the marriage mail bundle that can be mailed for the lowest rate.

NNA's Robert J. Brinkmann said that under the proposed second-class rates, paid-circulation newspapers that rely most heavily on the mails—those that use the in-county rate—appear to fare "not too badly" if they presort to carrier routes.

On another matter, Brinkmann said federal legislation to lift restrictions against the advertising of lotteries has, "for the first time in years," a good chance of passage. He noted that the U.S. Justice Department has announced that it does not oppose the bill, S 1876. (See story, p. 35.)

In a presentation on newsracks, Alice Neff Lucan, assistant general counsel of Gannett Co. Inc., acknowledged that the vending machines of Gannett's USA Today have caused "a lot of problems out there." She said the newsrack issue is "not a newsroom-like" issue and that "as far as we have been able to compromise with the (cities), we have." □

COMMUNICATION

Various tools are available to keep employees plugged in

BY VIRGINIA TADIE

How often has "better communication" been cited as the panacea for all organizational ills? Too often. Improving channels of communication will not solve all of a company's problems, but it may eliminate a good number of them.

Posting a notice on the bulletin board or distributing inter-office memoranda won't do the trick. A working system of organizational communication is multidimensional. Information flows accurately and consistently via upward, downward and lateral channels.

Each successful program has three key elements, according to personnel relations specialists.

First, the system must be well-planned, comprehensive and implemented throughout the organization.

Second, the individuals accountable for the program must themselves have the ability and resources to communicate.

Third, and perhaps most important, the system must be designed to reflect the management style and character of the company. If an organization boasts an "open door" policy but the executives stay behind closed ones, attempts at improving communication will fail.

Traditional approaches to communicating with employees are one-way—management "talking to" staff. This downward communication is vital to the success of the company, but it is limited in its ability to create an effective, *active* system of communication.

Alone, it falls far short of the task, experts say. Downward channels must be combined with tools to facilitate lateral and upward interaction as well.

Roadblocks to communication. Developing a strong and effective program of internal communication requires not only implementing plans but also changing behaviors. Personnel relations specialists say, for example, that:

- Management must discard the "We/they" way of thinking that characterizes many employment relationships. While organizational hierarchies must exist, effective communication requires a spirit of teamwork, a sense of community—employees who feel they are working toward a shared goal.
- The myth "What they don't know can't hurt them" must be dispelled. This is critical. Employees must be given information about their company—its financial status, its future, its planned changes. Workers resent picking up the newspaper to learn they have a new publisher.

One industry source, who works extensively with communications issues, says

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Tadie is personnel relations associate in the ANPA Labor and Personnel Relations Department.

Vic Tuttle, Columbia Newspapers

R. Sid Crim, executive president of Columbia (S.C.) Newspapers Inc. (center, with note pad), talks with employees at "Dialogue" session.

January 1984

presstime

The Journal of the American Newspaper Publishers Association

index 8

**subject index covering
six editions from
July through
December 1983**

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managers often forget to "tap the informal process" of communication among workers.

Personnel specialists note that employees will often tell a supervisor what they believe the supervisor wants to hear rather than what they are really thinking. To get around this dilemma, they say management must develop a non-threatening way for employees to talk to supervisors and openly discuss problems without fear of repercussions.

Some management styles don't allow for two-way communication. Information, in behavioral terms, is regarded as "power" by some individuals: The more they withhold from others, the more they have for themselves.

Communication tools. For each communication "tool" an employer selects, there are a number of corresponding guidelines.

Handbooks, supervisory manuals, bulletins and announcements define company policies and procedures. Annual reports, strategic plans and similar documents record the financial health, and plot the future of the organization.

More subtly, however, these downward-communications tools communicate corporate philosophy as well as expectations the company has of its employees. Staff involvement in the preparation of these publications enhances internal communication.

Interaction among employees is lateral communication. Most often, it is marked by company newsletters, bulletin boards and departmental meetings.

A substantial number of newspapers publish a company newsletter—more than 50 percent according to a 1981 ANPA survey. They vary greatly from photo-copied bulletins to full-color magazines. Standard ingredients include announcements and features highlighting individual employees and management reports on changes in policy and company events.

But newsletters have evolved over the past few years into even more valuable communication tools, notes Patricia P. Renfroe, ANPA manager/personnel relations. Articles on health, local government, financial planning, newspaper equipment and other substantive issues are more prevalent in employee publications than ever before.

Many newsletters also provide columns or letters from the publisher or general manager. And some have taken the process even further by allowing employees to submit questions that are answered in the newsletter by the appropriate company executive. Studies show that such newsletters are well-read.

Intercom
Would you believe...
THE ECHO
Smashing the rocking chair myth
The GLoB
NEWSLETTER of the Globe-Gazette
Building project is under way

Employee publications range from newsletters to magazines.

Suggestion systems are also popular, used by 27.3 percent of the newspapers responding to the 1981 survey. Some programs, such as those at the Los Angeles Times and the Milwaukee Journal and Sentinel, provide cash awards based on the savings to the company a suggestion yields. Other papers simply recognize contributors, often with special dinners or announcements in the company publication.

Rules and guidelines for any suggestion system must be clearly communicated. Some programs solicit only suggestions that are directed toward saving the company money. Others encourage suggestions on any topic affecting the working environment.

Attitude surveys also have gained in popularity as a communication vehicle. The ultimate goal of these, however, is to effect organizational change. They must be used with caution. Such surveys raise expectations of employees. If not conducted, analyzed and reported correctly, and particularly if there is no follow-through, they can do more harm than good, experts say.

Perhaps the most innovative steps toward improving internal communication have been meetings between employees and management, which combine all three types of communication—upward, downward and lateral. Some examples:

- At the Baton Rouge (La.) Morning Advocate and State-Times, Roy Dardenne, vice president of finance and personnel, administers a "Speakeasy" program. Representatives of each department, appointed on a rotating basis, submit written questions that are read aloud during the session and are then turned over to the appropriate executive for answering. Responses are later distributed to employees.
- At the St. Petersburg Times and Evening Independent, there are monthly staff meetings with the chief executive, department heads and one representative from each department. Reports are given according to an agenda, and a question-and-answer session follows.
- At the Columbia (S.C.) State and Record, the company chooses 20 employees who develop questions on company policies. The questions are submitted to management and answered at a general meeting.
- At The Columbian of Vancouver, Wash., the personnel director and publisher meet weekly with six employees from a designated department. Identified problems are then referred to the appropriate individuals responsible for correcting them.
- At various papers, publishers and other executives hold small coffee break discussions with employees or visit the cafeteria and have lunch with small groups.

There are, of course, many other creative programs that newspapers have developed to open lines of communication between management and employees. The most important element in each is that it is designed in accordance with and complements the company's overall philosophy. ☐

PROFILE

WALTER MEARS
Speed and accuracy are his trademarks

Robert Daugherty

BY C. DAVID RAMBO
presstime staff writer

He's been called the "dean of the wire-service political reporters," the one with the legendary quickness who can bang out a clean lead almost faster than most other journalists can write their name. He gained admiration among his peers because of his penchant for remembering little facts that highlight inconsistencies in a candidate's town-to-town rhetoric.

Now, Walter R. Mears, Washington bureau chief of the Associated Press since 1977 and an AP vice president since 1978, is on the road again. This time, though, his destination is not New Hampshire to cover the first primary election in this year's presidential sweepstakes. It's New York City, where he will settle in this month as AP vice president and executive editor. "I'll be in charge of the news report and all its ramifications," Mears says.

It is a logical step for the 48-year-old Mears, who admits he is "all AP." He started his career in 1955 with a summer job at AP's Boston bureau and has been with the service ever since, except for a brief stint with The Detroit News.

"I always thought political reporting was a hell of an exciting line of work," he says. "I never wanted to do anything else. When I walked into the Boston office, I said, 'You mean, you're going to pay me for this?'"

Over the years, the Mears byline has become a standard for hundreds of newspapers that rely on the wire services for a basic national report. Mears says his role has been, and will continue to be, to make "readable" the important but complex issues involving government and society. The best way to accomplish that task, he adds, is to write about the people involved in the issues. That results in "the drama of those ideas being personified. . . . "

The Mears style also has included analysis of political issues. After becoming Washington bureau chief, he began a thrice-weekly column called Washington Today. He said the column attempted to "simply put things in context, without taking a position on something, and explain what is happening."

Mears' new responsibilities will make it impossible for him to continue his column, but "I hope not to vanish entirely" from the AP ticker. "I may look for a target of opportunity every once in a while, because I like (writing) so much."

Mears' style draws praise from other reporters who well know the demands of campaign and Washington coverage.

David Broder, reporter and columnist of The Washington Post, says one of Mears' biggest attributes is "noting and remembering the anecdotes or quotes that really define" a person. Mears, he adds, is able to "remember with remarkable exactitude the words that somebody had said two months ago about something."

John Chancellor of NBC, with whom Mears wrote a 1983 book called *The News Business*, describes Mears as "quiet, unassuming" and "one of the classics" of wire-service journalists. He is "the fastest and most accurate writer I have ever worked with," the former network anchorman said.

Clay Richards, United Press International's national political editor since 1976, also a wire-service heavyweight, says Mears "can be beaten, but he's very good."

Political writers like to trade tales, of course, and Mears has been the focal point of his share. One describes how after a 1972 debate between George McGovern and Hubert Humphrey, some of Mears' counterparts pleaded with him to tell them the lead. According to some who were there, the requests were made partly in jest. But the incident has become etched into the Mears legend—and it is often cited by critics who decry so-called "pack journalism."

Mears takes issue with that criticism, saying the development of leads is much like economic competition. One reporter will come up with a certain angle, and, just as a retailer will try to beat another store's price, "there will be matching and one-upping in pretty much the same way." Mears comments: "If that leads to pack journalism, so be it."

Another criticism Mears disputes is that political campaigns are covered too much like a horse race. "It *is* a sporting event," he says. "It is a matter of having a winner and a loser," and in the final analysis, that is "what is important to the reader—and to the candidate."

Mears also takes exception to the oft-cited notion that national reporters tend to be liberals, and that their copy shows it. "I've honestly got to say that I don't know the politics of most people I've worked with over the years," he says. "In the bar at midnight, that's not what you talk about. You talk about the idiosyncrasies and characteristics" of the candidate.

In those presidential election years when Mears spent lots of time covering the leadoff New Hampshire primary, he was in a familiar part of the world. Born in Lynn, Mass., Mears grew up in Lexington, Mass., and graduated, Phi Beta Kappa, from Middlebury (Vt.) College in 1956. One week after graduation he joined the AP full-time in Boston; by year's end, he was in Montpelier, Vt., serving as the state's one-person bureau.

He subsequently covered the Statehouse in Boston for a year before being transferred to Washington in 1961, where his first major coverage assignment was Capitol Hill.

Mears got his first taste of presidential politics in 1964, when he was assigned to cover the Goldwater campaign. He has covered every national campaign and election since, and won a Pulitzer Prize for his work during the 1976 presidential race.

His only departure from the AP fold was in 1974, when he went to The Detroit News as Washington bureau chief. Mears returned to AP the next year because "I couldn't take the pace. It was too slow."

Mears suffered a personal tragedy in 1962. He lost his wife and two children in a fire at their home in Alexandria, Va. He has two daughters from a subsequent marriage: Stephanie Joy, 19, and Susan Marie, 14. ☐

Ad agencies welcome standardization's return to newspaper columns

BY THURMAN R. PIERCE JR.

You have heard or read over the past nine years how the standard unit at newspapers for selling and measuring space was lost—and how this loss caused a breakdown of efficiency in advertising agency departments that work on newspaper campaigns.

This led to a feeling of loss of control by advertising agency people. As the number of different format measurements moved to 432, we could not understand exactly what we were spending our clients' money for. This disruption of our operations led to an erosion of ad agency-newspaper relationships, and it had to rub off on ROP sales.

Other major media had never lost sight of the fact that offering advertisers a standard unit of space or time is necessary to the efficient creation and placement of multi-market campaigns.

Outdoor plants offer us 230,000 standard poster panels that measure the same in 9,000 cities and towns.

Despite Reader's Digest, TV Guide and Life, 85 percent of our magazine advertising appears on pages that are, for all practical purposes, standard.

All 8,500 commercial television and radio stations offer time in standard units that are measured on a scale understood by us all—in minutes or seconds.

A return to a standard unit for selling space in newspapers means that ad agencies working on newspaper campaigns will return to their pre-1974 operating efficiency. In short, it will make newspapers easier to buy.

From our close association with the newspaper industry's Working Committee on Advertising Standards, we at the American Association of Advertising Agencies can say that, if the 13-inch-wide, six-column page is adopted by all broadsheet newspapers, then the expanded SAU system will give national advertisers the standard unit of space and the scale of measurement—the inch—that will overcome our decade-long difficulties with your medium due to the loss of the standard. You have an excellent plan. We hope all broadsheet newspapers will adopt this standard and that all tabloids follow the plan recommended for them.

Thurman R. Pierce Jr.

During this busy time for you, AAAA will be active, too. We will help spread the word to all advertisers and agencies across the country. At the same time, we will be busy within our own companies.

For each agency, there is first the job of communicating the change to key people, then deciding how to adapt our systems and procedures in each department to the new system. Computer programs will be changed.

Then will come the time for training our account representatives, creative people, media planners and buyers, accountants, billers, payers, and the producers of advertising material for our clients—the advertisers. Finally there will be a period of testing and settling into the new way of operating.

It is important to remember that our companies will not be ready to accommodate the new system until your starting date, July 1. If a newspaper should begin operating under the new system earlier than that date, we could not accommodate it. This is because it is not possible for us to operate under two systems at once.

There will be no problem coordinating if we all keep the following in mind:

- Newspapers may change their format measurements anytime between now and July 1. Your change of measurement will not in any way affect agency and advertiser systems. Just be sure to notify Standard Rate & Data Service early of your measurement change and if and how it will affect rates.
- Agencies will continue to order and send material for the 25 SAUs and the five alternate units in the existing system right up to July 1. It is necessary that you continue to invoice us for those units as you currently do by lines—or by contract linage equivalents—until the expanded standard advertising unit system takes effect.
- Starting with advertisements scheduled to run on July 1 we will order space in inches and send material for the 57 SAUs of the expanded system. And we will be ready to receive your invoices charging us by the inch.

It has been a long road for us, and we owe a lot to the patience and hard work by Walter Mattson's Working Committee, officers and board of the International Newspaper Advertising and Marketing Executives, and the Newspaper Advertising Bureau.

We are deeply grateful to all of you for what you have been through and what you face over the next few months to return the standard unit for selling space in your medium.

It will be good to hear in July that you have again given us a standard—given us control and confidence in our work on newspapers, made it efficient again to create and place ROP advertising, and made newspapers a more effective advertising medium.

That will be a happy day for us and a real and lasting accomplishment for newspapers. ☐

Pierce is vice president, and U.S. manager, print media, for J. Walter Thompson U.S.A. He serves as chairman of the Subcommittee on Newspaper Formats of the American Association of Advertising Agencies.

Both sides may appeal jury's antitrust award

A U.S. District Court jury has found that Daily Press Inc. of Newport News, Va., attempted to monopolize newspaper advertising with its total-market-coverage shopper program. But it awarded the competing Advantage Publications Inc. only a token $3 in damages.

It was the first time a jury found a paid daily guilty of attempting to monopolize with its TMC product.

Daily Press Inc., publisher of the Daily Press and Times-Herald in Newport News, also must pay plaintiff attorney fees and court costs.

Both sides are expected to appeal to the 4th U.S. Circuit Court of Appeals: Daily Press because of the judge's decision and Advantage because of the amount of damages.

Observers said a prime reason for the low award—actually $1 automatically trebled under federal and state antitrust laws—was that Advantage produced limited and contradictory financial records at the trial. Advantage owner Susan E. Marcotte explained that she kept no accounting books for the company. The jury had difficulty determining Advantage's profitability and hence the actual amount of harm to the company.

Advantage originally sought damages that would have totaled $14 million.

The trial, which lasted from Nov. 14 through Dec. 5, centered on allegations that the paid daily produced a shopper and operated it at a loss—with predatory advertising prices designed to destroy competing shoppers published by Advantage.

Originally, there were eight antitrust claims in the suit [presstime, Oct. 1983, p. 4]. During the trial, six were either dismissed by Judge Robert G. Doumar or dropped by the plaintiff.

Advantage attorney Jerry William Boykin of Washington, D.C., said the outcome is most significant because "it's the first time a newspaper has been found guilty by a jury of attempting to monopolize by predatory pricing."

He said the case will serve as a precedent for many free-paper publishers who have been considering action against competing paid dailies that they consider to be engaging in anti-competitive practices.

"There are a lot of members [of the shopper-publishing community nationwide] looking for some law" to use against paid newspapers, Boykin added.

He discounted the importance of the low award, saying it was "unique to this particular set of facts" and does not diminish the importance of the jury's finding.

Daily Press attorney Gerald A. Smith Jr. of Nashville said, to the contrary, that the token amount is one of the most telling aspects of the case. He said it shows that the jury really could not tell how much damage, if any, was done to Advantage.

He said he is confident the decision will be reversed on appeal because the Newport News publishing company did "nothing illegal or immoral" in introducing its TMC product in 1982, one year after Advantage began publishing its shoppers. "It wasn't trying to run them out of business," Smith said.

He added that he thinks the jury "seriously erred in concluding that any conduct of The Daily Press violated the antitrust laws. "Regardless of how fair or conscientous a jury tries to be," Smith said, "it may be beyond" a jury's ability "to understand what the law allows and what the law demands" in such a complicated situation.

For example, antitrust doctrine generally holds that a new product or business like a TMC shopper may lose money during a reasonable start-up period. "I'm not sure the jury ever made that connection," Smith said.

He also attributed the outcome of the trial partly to "a natural suspicion of large corporations," noting that IBM has lost many antitrust suits but had them reversed on appeal, and to public sentiment against the press. "The newspaper industry is not well thought of right now," he said.

Smith and other antitrust lawyers maintained that the trial did not settle fundamental legal issues that are important for the entire newspaper business. "The question remains, what does a newspaper have to do to protect itself?" from suits like the one by Advantage, Smith said.

Advantage owner Marcotte said the case constitutes a victory for shopper publishers across the country. She said she has been contacted by at least 20 shopper and paid-weekly publishers who are dealing with "very significant price discrimination in their markets" by a competing paid daily. "It's no secret that across the country there are many, many publishers facing competition from predatory pricing." She added, "There will be many suits across the country now that they have a case."

Marcotte, who has moved to Lyme, N.H., said that as a result of her experiences in the Virginia case, "I will be offering my services as a consultant" on related antitrust affairs.

She said she also plans to write about her experiences in a book to be called "Beat the Press."

Henry S. Givray, executive director of the National Association of Advertising Publishers, said he was "very pleased" with the outcome of Marcotte's case. "What we hope to do is take the benefit of Mrs. Marcotte's experience and distribute that to our members," he said.

The Chicago-based NAAP is a trade association of free-publication publishers. It has 400 members who publish 800 publications, according to Givray.

—C. David Rambo

Another shopper sues for antitrust

A free-distribution weekly newspaper covering Chester and Lancaster counties, Pa., has filed an antitrust suit against a division of Ingersoll Publications that publishes The Record of Coatesville, Pa., and free shoppers circulating in the same market area.

The Village News contends that Community Service Publishing Inc. engaged in predatory pricing and other unfair practices.

The suit was filed in the Court of Common Pleas, West Chester, Pa. Irvin S. Lieberman, general partner of the Village News, said his company also may file a federal antitrust suit.

Community Service Publishing Inc. denied the allegations. ☐

Media companies seek to overturn law on polling voters

The New York Times, The Herald of Everett, Wash., and the three commercial TV networks have filed suit against Washington state over a new state law designed to stop the media from conducting exit polls of voters there.

The new law prohibits reporters from questioning voters within 300 feet of a public polling place. It was enacted in response to claims that the TV networks discourage voting on the West Coast by projecting winners in national elections—largely based on interviews with people leaving polling places—before polls close in the Pacific time zone.

The suit challenges the law on First Amendment grounds. It also asks that the court block enforcement of the law.

Christopher M. Little, president and publisher of The Herald, said the statute "makes it impractical for reporters to obtain information from people at polling places" because people almost always park their cars within 300 feet of them. He also said the statute "encourages a Big Brother approach by the police" in enforcing the statute because officers would have to interrupt conversations between people to determine if press interviews were being conducted.

Little noted that his newspaper has interviewed people emerging from polling places to do stories on why they voted as they did. Such interviews also help in examining issues in greater depth, he said.

Little acknowledged that West Coast voters may be discouraged from showing up at the polls if the outcome of an election has already been announced on television.

But he said that in the 1980 presidential election, where the problem was particularly noticeable, voters' discouragement was attributable not just to broadcast networks' exit polls. He noted that the Eastern voting results themselves made Ronald Reagan's landslide victory apparent even before all the polls had closed in the West.

The Herald publisher said alternatives to the state statute should be examined, such as having simultaneous voting throughout the country, regardless of time zones. ☐

COURT BRIEFS

- The Libel Defense Resource Center will conduct a study of jury issues, attitudes and behavior in **libel cases**.

Libel experts say issues relating to juries are increasingly important in light of big-money judgments of the last several years.

LDRC is an information "clearinghouse" sponsored by press groups including ANPA to monitor and study developments in libel and privacy litigation.

- The Washington State Court of Appeals ruled that The Herald of Everett had an absolute privilege not to disclose **confidential sources** in a criminal case. It overturned a trial court order that the newspaper submit materials to a judge for a decision on whether they should be released to criminal defendant Theodore Rinaldo.

Rinaldo was charged with statutory rape, assault and other crimes stemming from alleged cult activities that were the subject of a Herald series of six articles. Rinaldo, preparing his defense, requested that the newspaper give him its confidential notes gathered for the series.

- The five-year battle between Robert M. McKinney and Gannett Co. Inc. over **ownership of The New Mexican** in Santa Fe apparently is over, with Gannett retaining ownership of the daily newspaper.

Former owner McKinney alleged that Gannett violated terms of the 1976 agreement under which Gannett purchased the paper from him. The issue was put to rest in mid-November when the 10th U.S. Circuit Court of Appeals rejected McKinney's appeal of a lower court plan for him to regain ownership [**presstime**, July 1983, p. 25].

- Gannett and Accu-Weather Inc. have settled a suit filed by the weather forecasting service charging that USA Today **violated a contract** when it terminated service. The newspaper will continue subscribing to Accu-Weather [**presstime**, Oct. 1983, p. 13].

ANPA, NNA support end to ban on lottery ads

Two national newspaper associations are supporting legislation to remove federal restrictions on the advertising of lotteries and other gaming schemes.

Currently, there is a prohibition against lottery advertising that is broadcast, mailed or otherwise carried in interstate commerce.

In 1975, state-conducted lotteries were exempted from the ad ban. S 1876, introduced by Sen. Paul Laxalt (R-Nev.), would add an exemption for all other lotteries that are authorized, licensed and regulated by states.

In testimony to a Nov. 16 hearing before the Senate Subcomittee on Criminal Law, John F. McMaster, publisher of The Public Spirit in Ayer, Mass., asked that the words "licensed" and "regulated" be dropped from the bill because many of the gaming activities of church and charitable groups would not qualify. He pointed out that some states do not have licensing requirements, others exempt certain small organizations and many do not have any formal regulatory structures. McMaster spoke on behalf of ANPA and the National Newspaper Association.

A companion measure to S 1987 is expected to be introduced in the House shortly after the 98th Congress convenes its second session Jan. 23. Already pending before House subcommittees is HR 4020, introduced by Rep. F. James Sensenbrenner (R-Wis.), that would lift restrictions on advertising of gaming activities of non-profit organizations. ☐

Prior restraint charged

The House Government Operations Committee has concluded that the new prepublication review agreement required of certain federal employees is "an unwarranted prior restraint in violation of the First Amendment."

In a report issued Nov. 30, the committee called on the administration to withdraw the prepublication agreement as well as another provision of its 1983 national security directive that expands the use of lie detectors to investigate leaks to the news media of classified government information. Congress passed legislation in November delaying implementation of the prepublication agreement until April 15 [**presstime**, Dec. 1983, p. 15]. ☐

Regulations

New noise guidelines may cut citations

New guidelines on enforcement of the Occupational Safety and Health Administration's noise standard should mean fewer citations against newspapers, an ANPA environmental expert says.

According to OSHA, the guidelines give employers greater flexibility in using hearing protectors, rather than engineering and administrative noise controls, to comply with the noise standard.

The guidelines were released Nov. 16 in response to a 1982 decision by the 9th U.S. Circuit Court of Appeals in *Donovan v. Castle and Cooke Foods et al.* In that case, the court held that engineering and administrative controls could not be required under the noise standard without comparing the relative cost effectiveness of these methods with that of personal protective equipment.

Under the guidelines, employers with hearing-conservation programs will be allowed to use hearing protectors to comply with the standard where those programs lower worker exposure levels to the permissible level of 90 decibels as an eight-hour, time-weighted average.

Previously, hearing protectors could be used to lower worker exposure only when feasible engineering and/or administrative controls failed to reduce worker exposure to the permissible level.

However, the guidelines also specify that technologically and economically feasible controls are required when worker exposure levels are higher than an eight-hour, time-weighted average of 100 dBA.

Newspapers will be less likely to be cited by OSHA inspectors for failure to implement feasible engineering controls under the guidelines, according to Richard W. Neergaard, ANPA's assistant environmental coordinator/industrial hygienist. Except for big metro dailies, most newspapers do not have worker exposure levels higher than 100 dBA as an eight-hour, time-weighted average, he said.

Neergaard noted that the guidelines do not mean OSHA's standard has been changed, but only that the Reagan administration has offered a new interpretation of that standard.

OSHA currently is reviewing the noise standard itself. And one of the issues it is examining is the use of controls versus personal protective equipment.

According to its regulatory calendar, the agency should publish its proposal in June. However, an official in OSHA's Office of Standards Analysis and Promulgation noted that OSHA did not meet an earlier target date for publication last September.

The new guidelines have been protested by the AFL-CIO's Department of Occupational Safety, Health and Social Security.

At a congressional hearing on OSHA enforcement, Margaret Seminario, associate director of the AFL-CIO department, said the new nationwide enforcement policy was "totally unwarranted" because the court case upon which it is based applies only in the region in which the 9th Circuit has jurisdiction. ☐

REGULATORY NOTES

- President Reagan gave his nominee to the Federal Communications Commission a **"recess appointment"** to the post. Dennis R. Patrick was sworn in Dec. 2.

Patrick's nomination, not acted upon by the Senate before it adjourned for 1983 on Nov. 18, will have to be resubmitted to the Senate after it reconvenes Jan. 23 [**presstime**, Dec. 1983, p. 20]. He could remain a member of the commission without Senate confirmation until the 98th Congress adjourns at the end of this year.

- A coalition of 29 national organizations and three individuals Nov. 21 asked the Federal Trade Commission to limit **marketing of alcoholic beverages**, including a ban on all advertising and marketing efforts targeted at youth or problem drinkers.

The coalition also recommended that all print advertisements for alcoholic beverages carry a "conspicuous" notice disclosing one or more of the hazards of alcohol abuse and that different messages appear on a rotating basis.

Postal Affairs

Postal budget would mean higher rates

The U.S. Postal Service Board of Governors has proposed a budget for the next fiscal year that would result in a postal rate increase for in-county and limited-circulation mailings of second-class publications.

In their proposal, submitted to the Office of Management and Budget, the governors called for a jump from step 14 to step 15 on the 16-step rate-increase schedule put into place in 1974. Funding cutbacks had resulted in the speeding up of that schedule of ever-decreasing subsidies.

Details of the budget proposal were unavailable at press time. However, moving up to step 15 would decrease so-called "revenue foregone" funding—subsidies in second class for mailings within the county of publication and for limited circulation, mailings of less than 5,000 copies outside the county. These decreased subsidies would cause rates in those categories to increase.

Specific rate changes that would be caused by advancing to step 15 are uncertain because of a rate case pending before the Postal Rate Commission [**presstime**, Dec. 1983, p. 19.] ☐

PRC wants comment on detached labels

The Postal Rate Commission Dec. 21 asked parties interested in ANPA's petition regarding third-class detached labels to comment on whether a detached label actually is a "separate mail piece."

The commission said if the labels are separate pieces, it will conduct further proceedings into ANPA's request that their use be stopped. If the labels are found not "separate," the commission said it likely will not proceed with the Association's complaint. Detached labels are used heavily in Advo-System Inc.'s marriage-mail service.

In related developments, Advo-System and the Third Class Mail Association formally have opposed the ANPA petition. Groups supporting the Association include The New York Times Co., The Washington Post, Allied Daily Newspapers, West Virginia Press Association and Texas Daily Newspaper Association. ☐

AP will install smaller dishes to increase use of satellites

The Associated Press, threatened with sharply increasing telephone bills in the wake of the AT&T divestiture, said it will step up its satellite transmission program in an effort to minimize landline charges.

For the first time, it plans to install small-diameter dishes at members' office buildings—as United Press International, Reuters and others have done at their subscribers' sites.

About 1,000 "micro small-aperture terminals," or M-SATs, will be installed by AP by June 15. Most will be 30 inches in diameter, although some 24- and 48-inch dishes will be used. As with its original, larger dishes, AP will purchase, install and maintain the new, smaller ones.

Richard G. Atkins, AP director of communications, said M-SATs are a cost-effective alternative to phone lines. They are reliable, offer flexibility and are simple to install, he said.

However, the current technology of smaller dishes leaves them without the capacity to handle wirephotos and audio services.

Atkins said additional smaller dishes will be installed in a second phase of the program after AP conducts more research into their capabilities, and once uncertainties are removed as to how much AT&T's telephone rates will increase.

Since July 1980, AP has installed nearly 900 10-foot-wide dishes. Even with installation of the smaller dishes at sites that do not have the larger version, the wire service is continuing to erect 10-footers at sites requiring more capacity, with about 150 more scheduled to go up this year.

The smaller dishes capture signals sent from the Westar IV satellite.

The larger dishes receive signals from the Westar III satellite.

Although it does not relate to AP's decision to introduce the smaller dishes, there is a current controversy about Westar III. The Federal Communications Commission wants it moved from its current position in space of 91 degrees west longitude to 86 degrees west longitude.

This adjustment could disrupt delivery of AP and UPI services, and the wire services—supported by ANPA—have asked the FCC to keep the satellite in its present orbit. They said that as an alternative plan, a to-be-launched satellite called Spacenet III that is slated for the 91-degree position could instead be located at 101 degrees west longitude [presstime, Nov. 1983, p. 36].

GTE Spacenet, owner of Spacenet III, and Ford Aerospace Satellite Services Corp. filed comments with the FCC objecting to that proposal. AP and ANPA Nov. 21 subsequently said those comments should be rejected. ☐

TELECOMMUNICATIONS NOTES

- The London (Ontario) Free Press Printing Co. Ltd. sold one of its three pioneering **"public access" videotex** operations and closed the other two. The "Videopress" operations were located at shopping malls in Toronto and London to provide shoppers with information and advertising messages. Each consisted of a staffed booth with touch-screen videotex terminals and billboard screens.

Vice President R.A. Green said the London sites were closed because they had lost money since they were launched two years ago and were unable to show consistent revenue gains [presstime, Aug. 1983, p. 12].

- The Loudoun Times-Mirror, a 15,867-circulation weekly in Leesburg, Va., Nov. 23 **terminated the cable TV service** it had operated for two years on a leased channel. The 24-hours-a-day service consisted of text news and advertising, plus a live, half-hour video newscast each night.

General Manager Randall E. Brannon said the service had lost about $50,000 and "was becoming a financial drain on the company."

- Continental Telecom Inc. announced closure of ConTelVision, an experimental, telephone-based **videotex project** in Manassas, Va., effective Dec. 31. "The management . . . does not believe the videotex market has matured to a point that justified major investment in videotex," said John C. McQueen, project manager for ConTelVision. The project began in September 1982 [presstime, Oct. 1983, p. 26].

- Two more newspaper companies have signed agreements with **Videotex America** to study the feasibility of offering videotex services in their markets: Atlanta Newspapers, publisher of The Atlanta Journal and The Atlanta Constitution, and The Durham (N.C.) Herald Co., publisher of the Durham Morning Herald and The Durham Sun [presstime, June 1983, p. 19].

- Copley Press Inc. is expanding its Torrance, Calif.-based **Computer Listings of Employment Opportunities.** Begun in May 1983, CLEO initially provided a computerized data base of help-wanted ads in high-tech fields. On Jan. 1, ads for jobs in financial fields were to be added.

Employers pay a fee to place the electronic classifieds. Access to the data base is free to anyone with a personal computer or terminal with a telephone modem.

- Lee Enterprises Inc. of Davenport, Iowa, has entered into a joint venture to provide **prerecorded telephone announcement services** in the top 150 U.S. markets. Its partner in Call-It Co. is the Audichron Co. of Atlanta, a supplier of recorder-announcement and other telephone related equipment.

Call-It officials said the company had commitments from local newspapers to provide information—such as sports, weather forecasts and business news—for the reports in 53 of the markets and had initiated contact with newspapers in the others. The Dec. 7 announcement coincided with the inauguration of the first such service in Los Angeles in cooperation with the Los Angeles Times.

- The Washington Post Co. and Cablevision Program Enterprises have acquired interests in two more **regional pay-TV networks** specializing in sports programming. On Nov. 15 the partnership purchased The PRISM Co. of Philadelphia, and on Dec. 14 it acquired SportsVision of Chicago. Earlier in 1983, the companies purchased two similar networks [presstime, April 1983, p. 15].

U.S. ponders UNESCO pullout; panel advises against it

The Reagan administration was seriously considering withdrawing the United States from membership in the United Nations Educational, Scientific and Cultural Organization as 1983 drew to a close.

State Department spokesmen said a decision would be reached by Secretary of State George P. Shultz by the end of the year.

Initially hailed as an international vehicle for fighting the effects of poverty throughout the world, UNESCO increasingly has become the scene for bitter anti-American debate as Third World countries have come to dominate the international body. Like its parent, the United Nations, UNESCO operates under a system of one vote per member country, regardless of size and influence.

Six months ago, the State Department—in a study of 90 international organizations—found UNESCO deficient on three main grounds. According to the study, UNESCO has:

- Politicized social and economic issues it was formed to address
- Used governmental and regulatory approaches to problem-solving, particularly manifested in its proposed restrictions on press and economic freedoms
- Failed to control spending. The United States provides one-fourth of UNESCO's regular budget, as well as support for additional programs.

At the recent biennial General Conference of UNESCO in Paris, the U.S. was the only nation voting against the agency's $374-million budget for 1984-85.

However, the advisory panel that oversees U.S. participation in that international forum, the U.S. National Commission for UNESCO, voted 41-8 on Dec. 8 in favor of continued U.S. membership in it.

ANPA's representative on the commission, Joseph P. Rawley, co-publisher of The High Point (N.C.) Enterprise, voted with the majority.

Although press issues—particularly opposition to the proposal for the so-called "new world information and communication order" supported by communist and Third World nations—have caused some U.S. representatives to advocate withdrawal in the past, they are not being mentioned as prominently in current discussions.

In fact, the recently concluded UNESCO meeting saw a reduction in criticism of U.S.-supported press policies, as Third World countries pressed for more concrete assistance in developing their communications systems [**presstime**, Dec. 1983, p. 12].

Because a full year's notice is required for official withdrawal from UNESCO, a decision to pull out would not take effect until 1985. ☐

Printers' dispute broadens

A labor dispute in a suburb of Manchester, England, escalated and eventually engulfed Britain's nine major national newspapers.

The conflict was ignited when the Messenger Newspaper Group, which publishes weekly free-circulation papers, fired six union printers who had struck to protest the company's use of non-union workers.

The printers' union, the National Graphical Association, recruited hundreds of members from other plants to picket outside the Messenger building. The company then took the union to court for violating a British law against picketing by workers except at their own places of employment.

A judge fined the union about $220,000. After the union refused to pay, he ordered its assets, worth an estimated $16 million, seized.

That action triggered a walkout by union members on London's Fleet Street. It also resulted in the suspension of the national dailies for several days at the end of November.

Because of repeated picketing and resultant contempt-of-court citations, the union had been fined the equivalent of nearly $1 million by late December. ☐

WORLD PRESS NOTES

- Western countries' fears that Third World nations would encourage **international regulation of the media** by convincing UNESCO to establish a code of conduct for transnational corporations ended quietly in the final days of the recent UNESCO General Conference [**presstime**, Dec. 1983, p. 13].

The resolution to establish such a code was shunted to a special negotiating committee, which agreed not to debate the issue during the plenary session that ended in Paris Nov. 29.

- In an 11th-hour rescue, the Nicaraguan government announced Nov. 26 it would allow the newspaper La Prensa to exchange Nicaraguan cordobas for foreign currency with which to **buy desperately needed newsprint**.

The beleaguered paper, censored repeatedly by the Sandinista government, had announced the day before it would suspend publication indefinitely Dec. 7 for lack of paper.

During the current shortage, papers favoring the regime have had less trouble acquiring newsprint.

- Paraguayan journalist Alcibiades Gonzalez Delvalle, who was arrested on vague charges Sept. 23, was **released by the Paraguayan government** on Dec. 7.

The 76-day detention of the journalist, an editor of the country's leading daily, ABC Color, and general secretary of the Paraguayan journalists' union, had been the subject of international protest.

In October, ANPA sent a telegram demanding Gonzalez Delvalle's release [**presstime**, Nov. 1983, p. 21].

In November, the Inter American Press Association reminded the Paraguayan government that during a Nov. 8 visit to the capital city, Asuncion, James McClatchy, chairman of the board of McClatchy Newspapers and an IAPA director, had been "personally assured" the journalist would be freed "within a day or two."

IPI leadership opposes plan for press cards

Peter Galliner

The three-month uproar over a proposal to issue international press cards has ended decisively with the International Press Institute Executive Board's expression of its clear opposition to the plan.

The proposal, intended to help "protect" journalists on dangerous missions, was put together at a private meeting of the heads of six international organizations in Geneva, Switzerland, Sept. 5. The meeting had been initiated by IPI Executive Director Peter Galliner.

When the proposal became widely known, it stirred widespread protests from many Western journalists and their organizations.

But IPI's Executive Board, meeting in Rome Nov. 28, effectively deflated the trial balloon. It passed a resolution by consensus opposing "the concept of a new or supplementary identity card for journalists issued by an international committee."

The board also took a stand against the other part of the proposal—that IPI accept UNESCO funding to administer press cards.

At the same time, the board said it "deplores the lack of safety for journalists on dangerous missions and supports all efforts to achieve greater safety without imperiling freedom of the media." The resolution says IPI "will prepare a manual with practical information and advice for increasing the safety of journalists on dangerous missions."

Meeting in New York on the eve of the IPI executive board meeting, the American Committee of IPI had drafted a strong resolution opposing the cards [**presstime** , Dec. 1983, p. 14]. The wording finally adopted in Rome was based essentially on the resolution submitted by Richard H. Leonard, editor of The Milwaukee Journal and currently a vice president of IPI, who represented the American point of view in Rome. ☐

Studies show bias may be overstated

BY GUIDO H. STEMPEL III

Guido H. Stempel III

Two studies by faculty members at the University of Texas suggest that the extent of bias in press coverage of business has been considerably overstated by pro-business press critics.

Professor Robert A. Peterson, senior research fellow for the Institute of Constructive Capitalism at Texas, and two colleagues asked a national sample of persons whether they thought coverage of business was biased or unbiased. They found that 61 percent thought it was biased.

Then they asked respondents to the mail survey whether the coverage was biased for or against business. Half of the respondents said it was biased for business, and half said it was biased against business. Thus, of the total sample, about equal proportions considered coverage unbiased, biased for business and biased against business.

Peterson and his colleagues followed up that study, which was reported in the Autumn 1982 Journalism Quarterly, with a study of beliefs about capitalism. They asked questions about such beliefs of the same national sample. They also sent a mail survey to all business and financial editors of daily newspapers, and received replies from 454 business editors—52 percent of those contacted.

They found that business editors were more favorably disposed toward capitalism than the public at large. For example, while 81 percent of the business editors agreed that capitalism encourages the efficient use of conomic resources, only 65 percent of those in the general population sample agreed. And while 41 percent of the sample agreed that capitalism must be altered before significant improvements in human welfare can be realized, only 81 percent of the business editors agreed. This study will be reported in the Spring 1984 Journalism Quarterly.

• • •

A Michigan telephone survey found that newspapers outdistanced television as a source of state news. Professor Joey Reagan of the University of Michigan and Professor Richard Ducey of Michigan State University asked respondents in Lansing what sources they used for news of the governor, the Legislature and the state Supreme Court.

Newspapers were the most frequently mentioned source for all three. Eighty-seven percent said they used newspapers as a source of news about the governor, compared with 64 percent for television. Newspapers led television 76 to 56 percent as a source of news about the Legislature. For Supreme Court news, the gap was even wider—71 percent newspapers, 45 percent television. Radio was a distant third in all three categories. It's also important to note that most respondents got news from more than one source.

The survey also found that respondents who spent more than 30 minutes a day reading newspapers were substantially better informed about politics than those who spent less than 30 minutes. This study is reported in the Summer 1983 issue of Journalism Quarterly.

• • •

One-eighth of all letters-to-the-editor that are rejected by newspapers are rejected because they are libelous, according to a survey by Steve Pasternak of the University of New Mexico.

However, 91 percent of the editors responding to the mail survey said they might try to edit the libelous material out of a letter, and 68 percent said they would contact the author.

Editors do not see letters as any more of a libel risk than other content, but concern about the possibility of letters being libelous is greater among editors of smaller newspapers.

This study is reported in the Summer 1983 issue of Journalism Quarterly. ☐

Stempel is a distinguished professor of journalism at Ohio University, Athens, and editor of Journalism Quarterly. He will be a regular contributor to **presstime**.

SAUs: An investment in the future for newspapers big and small

BY CRAIG C. STANDEN

In terms of its long-range effect on newspaper advertising, the introduction of the expanded Standard Advertising Unit system may well be the most important event since the first television broadcast.

The expanded SAU system has been widely acclaimed by advertisers and advertising agencies. It will make buying newspaper advertising much easier for our customers. It will make producing newspaper advertising easier and less expensive. It will make billing and paying for newspaper advertising easier, too.

Yet a few newspapers are resisting the change.

"Why should we bother?" they ask. "Our format suits us fine the way it is. Why should we change it just to please some New York ad agencies and big national advertisers who never run a line in our paper anyway?"

Why should they 'bother'? For the same reasons they installed telephones, replaced clanking Linotype machines with cold type, and computerized their accounting, circulation and classified departments to such a degree that American newspapers are among the most computerized businesses in the world.

The SAU system is the same kind of investment in the future of the newspaper business, and of your newspaper—not just in terms of national advertising, but of all advertising; not just for the large metro newspapers, but for every newspaper.

Perhaps the biggest misconception about the SAU system is that it is concerned only with national advertising and national advertisers. In fact, what SAUs are really about is *standardization*, and that is why SAUs are as important to retail, and will be to classified, as they are to national.

There are two major trends in retail that confirm this:

1. The managements of major retailers increasingly have emphasized centralized control of advertising, both in terms of content and of media selection.

Craig C. Standen

The local store manager of almost every chain in your market has little or no control over his or her advertising. The ads for these stores are prepared by chain headquarters in standard sizes. The chains have told us so. They welcome the SAU system, because it will save them money. If your paper doesn't have SAU insertions and bill in standard columns and inches, it may cost you important business.

This trend toward chain stores has been going on for about 20 years, and it shows no sign of slowing. In fact, it seems to be accelerating as large chains keep buying smaller ones.

2. In all areas of retailing, there is a trend toward the increasing use of co-op advertising, which is centrally prepared by manufacturers or their agencies. This advertising will be prepared in the SAU system, and billing will be accepted only in SAUs—i.e., standard columns and inches. Again, non-standard newspapers will risk the loss of retail business.

There are similar trends toward centralization in classified advertising. Although standardization of classified involves some difficult problems, ANCAM's committee on SAUs is working hard to solve them.

All three major divisions of classified are affected by the centralization trends:

1. *Real estate.* As franchising continues to grow rapidly, real estate marketing is becoming increasingly centralized and standardized.

2. *Automotive.* Classified display for local dealers increasingly is prepared and placed by dealer associations that use many newspapers and will insist on standard dimensions and billing procedures.

3. *Help wanted.* Perhaps the most rapid trend in all classified is the rate at which recruitment advertising is changing from individual ads run in a single market to multi-market insertions prepared by specialized advertising agencies.

In all these areas, retail and classified as well as national, marketers and advertisers who prepare ads made up in standard dimensions for long lists of newspapers will be faced with the decision of what to do about newspapers that do not conform to the industry standards. If you were in their shoes, what would you do? Spend extra money to custom produce the right size ad for each non-standard newspaper? Or just drop the non-standard papers from your list?

Isn't the answer obvious?

Our customers have told us they *want* the standardized advertising units and standardized billing procedures represented by the SAU system. The system was developed with input from important customers and hundreds of newspaper people representing every aspect of advertising and production and every size newspaper. Their conclusion was that a standardized format was necessary if newspapers were to remain competitive. To be non-standard these days, they agreed, is to be non-competitive.

Advertising agencies are spending hundreds of thousands of dollars to convert their newspaper buying, production and billing operations to the SAU system, to train their account executives, art directors, media planners and buyers and accounting personnel to SAUs, and to reprogram their computers for the SAU system. After July 1, they will place all orders in SAU column-inches, and they will expect all newspaper billing to be stated in SAU units, because that is all their computers will be able to handle.

As of Jan. 12, Standard Rate & Data Service will list both line rates and SAU column-inch rates in its "Newspapers" volume, but effective with the July 12 issue, SRDS will list only the inch rates.

The competition newspapers face for advertising dollars today is the most intense in our history. It will become even more intense as new media like cable television and computerized direct mail begin to reach their full potential.

In the years to come—even more than today—being non-standard will mean being non-competitive. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to **presstime**.

Advo responds to ANPA on trademarks

The direct-mail firm Advo-System Inc. said ANPA is "guilty of unclean hands" in its request that Advo's trademark on the letters "TMC" be canceled.

In its official response to the Association petition, Advo asked the U.S. Patent and Trademark Office to deny ANPA's request.

The Hartford, Conn.-based company said ANPA has engaged in "a campaign of unauthorized use" of Advo's "TMC" to "create in the public record" an appearance that the letters had become descriptive of a general industry practice or had been abandoned by Advo or both. The alleged unauthorized use has taken place at Association conventions and in presstime articles, the firm added.

Advo said ANPA's cancellation request is part of efforts to "employ the weight and resources of these giants of the print and communications media to rest [sic] from Advo its rights in its mark and obtain for ANPA and its membership an unfair competitive advantage in the market for advertising revenue."

ANPA claimed in its May 1983 petition that the term "TMC" was used generically by newspapers long before Advertising Distributors of Washington Inc., now owned by Advo, received exclusive rights to its use in February 1978 [presstime, June 1983, p. 22].

Advo offers a TMC service to newspapers in which it uses computerized mailing lists to create lists of newspaper subscribers and non-subscribers. The lists are useful in various newspaper marketing programs. The firm said it maintains 14 direct-mail facilities.

Advo also said it has made known its rights to "TMC" through ads in Editor & Publisher magazine and has asked the Leavenworth (Kan.) Times not to use "TMC."

In a related matter, Advo's request for a trademark on the words "marriage mail" remained pending in late December. Through its marriage-mail program—in which two or more preprints are united and delivered by relatively cheap, third-class mail—Advo has become a major competitor for newspapers in the field of distribution of preprinted advertising supplements. ☐

ASNE board supports '75-25 rule'

Prospective newsroom employees should spend no more than a quarter of their undergraduate college careers in journalism classes, according to the board of directors of the American Society of Newspaper Editors.

Thus the editors' board has reaffirmed its "strong support" for the "75-25 rule" of the Accrediting Council on Education in Journalism and Mass Communications. The rule states that journalism schools should require their undergraduate students to follow a curriculum ratio of approximately 75 percent courses in the liberal arts and sciences to 25 percent in journalism courses.

ASNE President Creed C. Black, chairman and publisher of The Lexington (Ky.) Herald-Leader Co., said the board fears a movement is developing in some quarters to reduce the liberal arts percentage in the requirement.

An ACEJMC committee currently is rewriting the council's accrediting standards [presstime, Nov. 1983, p. 23]. The council meeting originally planned to receive the committee's proposal has been rescheduled from this month to Feb. 25, according to ACEJMC Executive Director Roger A. Gafke. ☐

Bittenbender named to NIE position

Carl Bittenbender has been named Newspaper in Education field services advisor for ANPA Foundation.

Bittenbender, 39, was manager of educational services for the Bucks County Courier Times, Levittown, Pa. Prior to that, he served in various positions at Roger Williams College, Bristol, R.I., and at Sawyer School of Business, the Rhode Island School of Photography, and Johnson and Wales College, all in Providence, R.I. He also has been a high school teacher.

In his new position, Bittenbender will advise newspapers, usually through on-site visits, on how to start, expand or improve NIE programs. He also will answer and address newspapers' NIE-related questions and concerns.

Bittenbender replaces Sandra F. Mather, who resigned to accept the position of director of marketing with ANPA Credit Bureau Inc. ☐

ICC delays rail merger after protest

The Interstate Commerce Commission Dec. 14 temporarily delayed the merger of Santa Fe Industries and the Southern Pacific Co. because of objections raised by the Union Pacific and Missouri Pacific Railroads.

The ICC planned to rule on the issues raised by the objecting railroads by the end of December 1983.

Stockholders of the Santa Fe and Southern Pacific have approved the merger [presstime, Nov. 1983, p. 18].

In other action involving the commission:

- It voted Dec. 1 to deny requests for an administrative stay pending judicial review of the agency's decision to exempt railroad boxcar traffic from regulation, effective Jan. 1. Numerous suits challenging the decision were filed with the U.S. Court of Appeals, District of Columbia Circuit.
- In accordance with a ruling by a federal appeals court, the agency reopened proceedings concerning the control by Guilford Transportation Industries Inc. of the Boston & Maine Corp. and the Delaware and Hudson Railway Co. The ICC may have to impose conditions on the purchases to ensure carrier competition [presstime, Oct. 1983, p. 29]. ☐

Striking Greyhound employees vote to end walkout

By a 3-to-1 margin, striking employees of Greyhound Lines Inc. approved a new contract that included wage concessions.

The three-year pact calls for a 7.8-percent cut in the wage rates that were in effect last Oct. 31. It also provides for a new 4-percent employee contribution to a pension plan.

Greyhound had shut down its operations Nov. 3 because of the strike by 12,000 members of the Amalgamated Transit Union. Operations resumed on a limited basis later that month.

In addition to passengers, the bus company carries many small shipments including newspapers. ☐

Press leaders again ask Reagan for meeting on Grenada

A second request for a group of press executives to meet with President Reagan to discuss deteriorating relations between the media and the administration has been made after the White House failed to respond to the first overture.

The original, snubbed request was submitted Nov. 1, in the wake of the government news blackout on the Grenada invasion.

A Dec. 1 letter signed by ANPA Chairman and President William C. Marcil and by Creed C. Black, president of the American Society of Newspaper Editors, reiterated "that our concerns have not diminished."

Marcil and Black wrote the President that they recently co-chaired a meeting with top-level representatives of the Associated Press, United Press International, the Reporters Committee for Freedom of the Press, Associated Press Managing Editors Association and the Society of Professional Journalists, Sigma Delta Chi.

Leaders of these groups met in an effort to present a unified chorus of protest to the increasing use of secrecy by the Reagan administration.

"It was clear to everyone that it is now more important than ever for a few of us, perhaps including one or two broadcast representatives as well, to have an opportunity to talk directly with you and your senior assistants," Marcil and Black stated.

They again called for "a small, substantive meeting so that we can discuss very serious and increasing concerns which are shared broadly throughout the U.S. news media."

While the idea for that type of meeting has not caught on at the White House, at the Pentagon, plans are proceeding for a commission to study press-military relations after the Grenadian news blackout.

On Dec. 12, Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff, asked ANPA to name a member to that media-military commission. Vessey said the commission will make recommendations to the Pentagon on "how the military should handle the media during future military operations."

Also asked to select representatives to the commission were ASNE, AP, the National Association of Broadcasters, the National Press Club, Newsweek, Time, UPI and U.S. News & World Report. The panel, headed by Winant Sidle, a retired Army major general and former military information chief in Vietnam, will also include military officers.

ANPA is considering the request. Vessey set a Jan. 16 deadline for appointing the representatives.

Besides establishment of the Sidle commission, the administration's response to the blackout continued through the first half of December to be limited to rhetoric.

President Reagan defended the media ban, saying it reduced casualties in Grenada. And Secretary of State George Shultz took the position that reporters continually try to reveal information "that's going to screw things up."

Reagan, in an interview with news executives of Gannett Co. Inc., published Dec. 15, said the Pentagon made the decision to bar reporters. He said he did not even know of the ban until after U.S. forces invaded Grenada Oct. 25.

Shultz, also speaking to the Gannett executives, said the top priority in such a military operation is to guarantee its success, "not blowing the operation by this tremendous sense that reporters seem to have these days that they have to know everything before you do it."

Two other administration officials presented their views at a Dec. 8 hearing sponsored by the Citizen's Choice National Commission on a Free and Responsible Media. (See story, p. 43.)

Michael I. Burch, assistant secretary of defense for public affairs, said he has read that when President Truman announced the detonation of the first atomic bomb, he did so to only 12 reporters. From that small group, Burch said, the White House press corps has mushroomed to an unwieldy 1,700 people, including "some oddballs" who might not hesitate to write stories that would compromise national security.

"Some reporters can't be trusted," he told the Citizen's Choice commission, "but there are many more who can be. The press corps that now covers the Pentagon, I like."

Burch said he does not want to institute censorship similar to that of World War II, when reporters wore uniforms and traveled under military orders and when the military controlled news transmission facilities, sending stories back to the United States only after the military had cleared them.

Both Burch and White House communications chief David Gergen told the commission that original plans called for the press to go into Grenada much earlier than the two-day delay actually imposed.

"The original plan was to accommo-

DAVID GERGEN
EDWARD FOUHY
MICHAEL BURCH
CITIZEN'S CHOICE

Discussing the Grenada issue on the Citizen's Choice panel are (from left) Gergen, Edward Fouhy of ABC television, Burch and Nelson.

date the press as soon as there was no threat that the (American medical) students might be taken hostage, perhaps at the end of the first day," Burch said. "But Fidel Castro ordered his troops to fight, and the press plan could not proceed until all the students were safe."

"We hope we never have to impose those sort of restrictions again," said Burch, a former Air Force public affairs officer.

Gergen agreed that reporters should be included in such operations "from the very beginning" except when the lives of American civilians might be at stake.

"There were some mistakes on our part," Gergen said, "including the failure to involve our press people in the loop"of those briefed on invasion plans.

"I personally would have preferred to have the press in Grenada much sooner," Gergen said. He was asked whether that was a factor in his decision to resign his White House post—a decision that was not formally announced until later that day. Gergen declined to answer what he termed an "improper question" about "my personal plans."

Also appearing before the Citizen's Choice group, Jack Nelson, Washington bureau chief of the Los Angeles Times, noted that White House spokesman Larry Speakes was "greatly dismayed" that he was "kept in the dark about Grenada." Nelson said Speakes was correct to be concerned about damage to his credibility with reporters.

"This administration has contempt for the press," said Nelson. "I don't mean David Gergen, but I'm not so sure about Colonel Burch. President Reagan has a certain contempt for the press, but he's a likeable person and he gets away with it. He does not see the Grenada situation as a serious issue."

Richard Holbrooke, former assistant secretary of state for East Asian and Pacific Affairs, told the Citizen's Choice panel: "It's only because the Grenada (military) operation was a complete success that the press came out in a minority position on it. If it had not been a success, the news blackout would be a major political question."

Burch said "it is not my role" to set standards for coverage of military operations, but "I am asking you in the media to tell us what you would accept." He said perhaps the Sidle commission will "come up with some ground rules on when the press should be involved" in planning future operations. "I'm most hopeful we could come up with some solutions quickly—within weeks." □

Will media panel produce report of substance?

A panel of 38 prominent Americans with a wide variety of professional backgrounds and political views is well on its way to completing an ambitious independent study of the role of the media in American society.

The Citizen's Choice National Commission on Free and Responsible Media has now conducted three of seven hearings scheduled around the country on how the media cover and affect such institutions as business, government and the family [presstime, Sept. 1983, p. 47].

The hearings will conclude in May, and a report will be issued sometime this summer. The commission has not determined whether the report will make actual recommendations to the media or whether it will be more in the nature of observations gleaned from the hearings.

"There is no predisposition on our end product," said commission member Roy L. Ash, director of the Office of Management and Budget under Presidents Ford and Nixon and co-founder of Litton Industries. "The dialogue itself is worthwhile, particularly for those of us not in the media."

The commission's members include leaders from business, academia, government, special interest groups and the media. Some observers believe that this carefully calculated diversification could lead to problems in reaching agreements on the report.

At least one commission member, New York author Victor Lasky, doubts the group will "ever arrive at a consensus report, due to the diversity of opinions."

"It'll be a collection of minority opinions," Lasky told presstime following the third hearing Dec. 8 in Washington, D.C. "But there's nothing wrong with examining the media. It looks like it needs to be done," he said. "Just rap the media in a speech in any city in America, and you'll get applause."

Will the commission's report have any impact on the conduct of the media?

"Who knows," responded Lasky. "It's kind of like the National News Council—much ado about nothing. The news people don't take the council seriously. It may be the same with us and our report."

On the other hand, Thomas J. Donohue, president of Citizen's Choice and a vice president of the U.S. Chamber of Commerce, noted, "Important people are aware of the goals of this commission, as evidenced by the quality of the people who are testifying before it."

If feelings about the commission are mixed, so, too, was the success of its Washington hearing on "The Media and International Affairs."

After what commission members termed a generally fruitful day of testimony, the hearing degenerated into confusion and antipathy when two members of the audience attempted to question a witness, Jim Hoagland, assistant managing editor for foreign news of The Washington Post.

Reed Irvine, chairman of Accuracy in Media, and the Rev. Lester Kinsolving, a syndicated columnist and Episcopal priest known for causing commotions at press conferences, were not allowed to question Hoagland. The hearing chairman, television newsman Ford Rowan, explained that witnesses had not been warned they might be subject to a "personal vendetta" in questioning from the audience.

Irvine complained that the commission let Hoagland "get off" with only simple questions about the size of the Post's foreign staff and its budget.

As the controversy grew, Rowan said that perhaps the hearing should be adjourned. But the episode, videotaped by the C-SPAN cable television network, continued with Kinsolving shouting comments and accusations termed "innuendo and smears" by commission member James R. Whelan, editor and publisher of The Washington Times.

The commission's sponsor, Citizen's Choice, is a taxpayers' lobby of 75,000 members affiliated with the U.S. Chamber of Commerce. The chamber provides no funding for the media commission, which is supported by donations of no more than $5,000 each from individuals and corporations. □

National News Council is reorganizing

The National News Council, in a bid to win greater cooperation from the news organizations it critiques in its voluntary complaint-handling procedure, is undergoing a major reorganization while seeking to greatly increase its budget and staff.

The "significant restructuring" of the News Council was announced in early December by its president and chief executive officer, Richard S. Salant, former president of CBS News.

The 18-member council, composed of eight people from the fields of journalism or communications and 10 non-journalist "public" members [**presstime**, Sept. 1983, p. 28], will be replaced by a two-tier governing structure: a board of trustees, primarily non-journalists, and a separate investigative council made up mainly of journalism professionals.

"The trustees, a group of about seven, will have general oversight and will be composed of carefully selected people of stature and respect," said Salant. "The News Council itself will be composed of about 11 or 13 members, predominantly journalists and, again, people of stature."

Details of the restructuring and changes in the council's by-laws have yet to be worked out, Salant said, but he expressed the hope that by sometime this month—or "as soon as possible" thereafter—the new setup will be operational.

The changes, approved by current council members Dec. 1, are a "response to my own feeling that the media will cooperate much more willingly if they feel they are being reviewed by their peers" rather than by outsiders.

"We've got to earn the respect of the media," Salant added. "Now, people in the media might criticize each other over drinks, but they just don't want criticism, even from other professionals, aired publicly."

The trustees would be concerned with ambitious fund-raising efforts, leaving it to the revamped, smaller News Council to handle complaints.

The council operated with a budget of about $300,000 for several years but currently has a budget of $549,000, according to Executive Director William Arthur. It has embarked on a campaign to raise some $500,000 in what Arthur termed "emergency funding to make structuring changes and add staff."

"In my view, we need $750,000 a year to do the job right," said Salant, noting that the conservative-oriented Accuracy in Media organization has an annual budget of $1.5 million.

The additional funding also would be used to retain "academics or outside consultants to assist complaint review in specific local areas" and to finance the preparation of "white papers" on a variety of ethical issues, Salant said.

The first white paper, on conflict of interest, is now in draft form, he said. □

Reporter responsibility underscored

The First Amendment Congress has mailed to newspapers, news magazines and broadcast stations a statement intended to remind reporters that "the future of the First Amendment depends on all of us."

"Much concern is expressed today about First Amendment press rights," Congress Chairwoman Jean Otto said in a cover letter. Otto, editorial page editor of the Rocky Mountain News of Denver, said she hopes the statement "will be one small step in strengthening a foundation of mutual trust and respect between the public and the press."

The one-page statement of the Congress admonishes reporters to:

- "Be accurate. It's important to our own reputations, of course, but an error here and there that may seem unimportant—even to your editor—is important to those you are writing about."
- "Understand a story *before* writing it. Unless you do, a story is likely to contain fundamental mistakes that undermine credibility. . . ."
- "Remember that we are dealing with people. It's easy to become cynical and to think only in terms of news value. And nothing hurts our professionalism more than those who needlessly and insensitively intrude on someone's grief or tragedy."

The First Amendment Congress was founded in 1979 by 12 media organizations including ANPA Foundation "to enhance the education of all Americans to the intrinsic value of freedom of expression in our democratic society" [**presstime**, June 1982, p. 18]. □

Prototype to be offered for comics

Sunday comics have been virtually ignored for the past two decades while experts have redesigned nearly every other part of the newspaper. Also, readership and linage of the Sunday comics are down.

But the "funny papers" finally are getting their share of publishers' attention.

A year-and-a-half-old group of newspapers, syndicates, ad agencies, printers and comics creators known as 21st Century Comics is producing a handbook of ideas for the Sunday comics section. It is designed to "catch comics up with the graphics explosion in other parts of the media," says C.W. "Bill" Baker, vice president news/administration of Knight-Ridder Newspapers Inc. and chairman of 21st Century's creative committee.

The handbook will incorporate findings of readership surveys conducted for 21st Century Comics [**presstime**, May 1983, p. 40]. A companion project involves a national promotional campaign to boost comics readership.

The handbook and promotional materials will be distributed to 21st Century members—including nearly 400 newspapers—within a few months, organization officials said. Non-members will be able to purchase the materials under terms that were being worked out in late December.

Baker said the handbook will provide information on how to select features for, and how to present, the comics section. It will cover such possibilities as varying comics and offering "minimal-text features" and possibly short biographies of the cartoonists in the section.

The promotional materials will be designed for television and radio spots as well as for newspapers.

Thomas J. Craddock, comics advertising sales director of New York-based Metropolitan Sunday Newspapers Inc. and coordinator of the 21st Century project, said the promotion will target young people. He said results of surveys conducted for 21st Century showed "most of the people who read newspapers admitted getting started in the comics." The research also showed that one-third of adult and teenaged comics readers said they were introduced to the Sunday comics by someone older reading to them. □

This will be a big year on the labor front at North America's newsprint mills

Labor contracts involving the major unions representing pulp and paper workers will expire at 37 Canadian and nine U.S. newsprint mills this year. They had an estimated capacity of about 9.9 million metric tons in 1983—64.1 percent of the North American total of about 15.4 million tons.

As the charts below clearly demonstrate, 1984 will be a big year for contract expirations. The North American total of 46 affected mills compares to two in 1985, six in 1986 and one in 1988, according to a compilation by ANPA's Newsprint/Traffic Department.

In late December, eight labor contracts that expired in 1983 remained to be renegotiated [presstime, Feb. 1983, p. 44].

Not listed in the charts are North Pacific Paper Co.'s Longview, Wash., mill; Bear Island Paper Co.'s Doswell, Va., mill; and Southeast Paper Manufacturing Co.'s Dublin, Ga., mill. Pulp and paper workers there are not represented by any union.

UNITED STATES

Company	Location	Union[1]	Contract expiration date
1983 (not yet renegotiated)			
Augusta Newsprint Co.	Augusta, Ga.	UPIU	July 27
FSC Paper Corp.	Alsip, Ill.	UPIU	Oct. 28
St. Regis Paper Corp. (Newsprint Division)	Sheldon, Texas	UPIU	Dec. 31
1984			
Southwest Forest Industries	Snowflake, Ariz.	UPIU	March 1
Publishers Paper Co.	Newberg, Ore.	AWPPW	April 1
Inland Empire Paper Co.	Millwood, Wash.	UPIU	May 31
Boise Cascade Corp.	Steilacoom, Wash.	AWPPW	May 31
Crown Zellerbach Corp.	Port Angeles, Wash.	AWPPW	May 31
Manistique Papers Inc.	Manistique, Mich.	UPIU	June 15
Bowater Southern Paper Co.	Calhoun, Tenn.	UPIU	July 2
Great Northern Paper Co.	East Millinocket, Maine	UPIU	July 31
Garden State Paper Co. Inc.	Garfield, N.J.	UPIU	Oct. 1
1985			
Crown Zellerbach Corp.	Wauna, Ore.	UPIU	March 31
Garden State Paper Co. Inc.	Pomona, Calif.	UPIU	April 30
1986			
International Paper Co.	Mobile, Ala.	UPIU	May 31
International Paper Co.	Pine Bluff, Ark.	UPIU	May 31
St. Regis Paper Corp. (Newsprint Division)	Lufkin, Texas	UPIU	June 30
Boise Southern Co.	DeRidder, La.	UPIU	July 15
Catawba Newsprint Co. (Bowater)	Catawba, S.C.	UPIU	Oct. 30
Coosa River Newsprint, Pulp and Forest Products Co. (Kimberly-Clark)	Coosa Pines, Ala.	UPIU	Sept 14
1988			
Publishers Paper Co.	Oregon City, Ore.	AWPPW	March 15

CANADA

Company	Location	Union[1]	Contract expiration date
1983 (not yet renegotiated)			
British Columbia Forest Products Ltd.	Crofton, British Columbia	CPU,PPWC	June 30
Crown Forest Industries Ltd.	Campbell River, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Port Albernie, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Powell River, British Columbia	CPU	June 30
Rothesay Paper Ltd.	St. John, New Brunswick	CPU	Dec. 31
1984			
Abitibi-Price Inc.	Beaupre, Quebec	CPU	April 30
Abitibi-Price Inc.	Iroquois Falls, Ontario	CPU	April 30
Abitibi-Price Inc.	Pine Falls, Manitoba	UPIU	April 30
Abitibi-Price Inc.	Sault Ste. Marie, Ontario	CPU	April 30
Aibitibi-Price Inc.	Stephenville, Newfoundland	CPU	April 30
Abitibi-Price Inc. (Fort William Division)	Thunder Bay, Ontario	CPU	April 30
Abitibi-Price Inc. (Thunder Bay Division)	Thunder Bay, Ontario	CPU, UPIU	April 30
Boise Cascade Canada Ltd. (Kenora Paper Division)	Kenora, Ontario	CPU,UPIU	April 30
Bowater Mersey Paper Co. Ltd.	Liverpool, Nova Scotia	CPU	April 30
CIP Inc.	Gatineau, Quebec	CPU	April 30
CIP Inc.	Trois-Rivieres, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Laurentide Division)	Grand Mere, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Port Alfred Division)	La Baie, Quebec	CNTU	April 30
Consolidated-Bathurst Inc. (Belgo Division)	Shawinigan, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Wayagamack Division)	Trois-Rivieres, Quebec	CPU	April 30
Domtar Inc,	Dolbeau, Quebec	CPU	April 30
Domtar Inc.	Donnacona, Quebec	CNTU	April 30
Domtar Packaging Group	Red Rock, Ontario	CPU	April 30
Donohue Inc.	Clermont, Quebec	CNTU	April 30
Gaspesia Pulp & Paper Ltd. (Abitibi-Price)	Chandler, Quebec	CPU	April 30
Great Lakes Forest Products Ltd.	Thunder Bay, Ontario	CPU	April 30
James Maclaren Industries Inc.	Masson, Quebec	CPU	April 30
Kruger Inc.	Trois-Rivieres, Quebec	CPU	April 30
NBIP Ltd. (CIP)	Dalhousie, New Brunswick	CPU	April 30
Ontario Paper Co. Ltd.	Thorold, Ontario	CPU	April 30
Price Co. Ltd. (Abitibi-Price)	Alma, Quebec	CNTU	April 30
Price Co. Ltd. (Abitibi-Price)	Grand Falls, Newfoundland	CPU	April 30
Price Co. Ltd. (Abitibi-Price)	Kenogami, Quebec	CNTU	April 30
Quebec North Shore Paper Co.	Baie Comeau, Quebec	CPU	April 30
Reed Paper Ltd.	Quebec, P.Q.	CPU	April 30
St. Raymond Paper Ltd.	St. Raymond, Quebec	CNTU	April 30
Spruce Falls Power & Paper Co. Ltd.	Kapuskasing, Ontario	CPU	April 30
Bowater Newfoundland Ltd.	Corner Brook, Newfoundland	CPU	May 31
Kruger Inc.	Bromptonville, Quebec	CNTU	May 31
Nova Scotia Forest Industries	Point Tupper, Nova Scotia	CPU	May 31
Donohue Normick Inc.	Amos, Quebec	CPU	Dec. 31
F.F. Soucy Inc.	Rivere-du-Loup, Quebec	CPU	Dec. 31

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[1] AWPPW—Association of Western Pulp & Paper Workers
CNTU—Confederation of National Trade Unions
CPU—Canadian Paperworkers Union
PPWC—Pulp, Paper & Woodworkers of Canada
UPIU—United Paperworkers International Union

Source: American Paper Institute, Canadian Pulp and Paper Association

New Jersey has progressive program to recycle newsprint

As one of the most industrialized and densely populated states, New Jersey has been a leader in developing programs aimed at reducing the mounting solid-waste problems at its landfills. The "Garden State" has a real incentive in this effort. It is quite literally running out of space to put its solid waste.

To prevent the state from becoming a modern-day Valley of Hinnom—the place near Jerusalem where refuse was burned in biblical times—the state's Department of Energy in 1981 instituted a recycling program whose goal is to reduce by 25 percent the amount of solid waste entering the landfills by 1986.

Stephen C. Esser, assistant administrator of the Office of Recycling, said the program appears to be working.

Besides old newspapers and magazines, the program covers other solid waste such as leaves, glass, aluminum, old appliances and scrap metal.

Although all the program studies are not completed, Esser says, preliminary data indicate that waste newspapers "account for about half the solid waste dumped in landfills."

Thus far, the program has paid out $700,000 in competitive grants to 230 municipalities and counties and $2 million in tonnage grants to 241 municipalities, Esser says.

The competitive grants go for the purchase of recycling equipment and for educational programs that promote recycling. Tonnage grants are based on the total amount of materials recycled. Funding for the program comes from a 12-cents-per-cubic-yard surcharge, above the dumping fees, on all solid waste deposited in New Jersey's landfills.

One of the prime beneficiaries of recycling old newspapers and magazines is the Garden State Paper Co.'s mill in Garfield, N.J., which uses recycled paper products to manufacture newsprint [presstime, Nov. 1979, p. 12].

"As tipping (dumping) fees increase and space in landfills decreases," says Donald L. Troemel, corporate director of communications for Garden State Paper, "recycling will become more economically attractive." □

More than 2 million tons of newsprint are recycled annually.

Capacity increase seen

No further new newsprint machine installations are expected in the United States through 1985, but modification of existing machines will increase capacity by 231,000 short tons[1], or 4 percent, by the end of 1986, according to the American Paper Institute.

In its annual study of U.S. paper, paperboard and wood pulp capacity, API said that gain in newsprint capacity rates as a very modest one after a five-year period of spectacular growth. During that period, according to the study, U.S. mills increased their total newsprint capacity by 1,644,000 short tons—a full 40 percent.

There were 44 newsprint machines in the United States in 1982, representing 4.8 percent of all machines that produced paper in the country.

Recyclable paper used for paper and paperboard manufacture is expected to increase its share of total U.S. fiber consumption from 14,620,000 short tons, or 23.2 percent, in 1982 to 18,109,000 short tons, or 24.2 percent, in 1986. Included in the 1982 total were 2,673,000 short tons of old newspapers, or 18.3 percent of the total. In 1986, old newspapers are expected to amount to 3,388,000 short tons—18.7 percent of the total.

The API study was based on responses from companies providing 90 percent of U.S. paper and paperboard production. □

NEWSPRINT NOTES

- Members of the United Paperworkers International Union **ended their 10-week strike** by ratifying a three-year agreement at the DeRidder, La., mill of Boise Southern Co. It provides for wage increases of 6 percent in each of the first two years and 5 percent in the third.

Elsewhere, Augusta Newsprint Co. of Augusta, Ga., exchanged agendas with the UPIU on Dec. 2, and meetings were in progress at FSC Paper Corp.'s Alsip, Ill., mill, between management and the same union.

In Canada, leaders of the Canadian Paperworkers Union and Pulp and Paper Workers of Canada recommended that their members reject the industry's final offer of no pay increase in the first year and 4-percent increases in the second and third years of the contract [presstime, Dec. 1983, p. 50].

- British Columbia Forest Products Ltd., Crown Forest Industries Ltd. and Boise Cascade Corp. have followed MacMillan Bloedel Ltd. in **raising newsprint prices** to Western U.S. customers, effective March 1. The 6.7-percent increase will boost prices from $468.50 to $500 a metric ton. [presstime, Dec. 1983, p. 50]. ANPA understands that the 5-percent volume discount offered for the last several months will be continued for the near future.

- Augusta Newsprint Co. has **started up** its new 200,000 metric-tons-per-year newsprint machine at Augusta, Ga. [presstime, Aug. 1981, p. 40].

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[1] Although newsprint figures are now being reported in metric tons, this study also embraced other forms of paper, as well as paperboard, that are not calculated metrically. A short ton is 2,000 pounds while a metric ton equals 2,204.6 pounds.

Consumption by U.S. dailies up for 11th month

Consumption by U.S. daily newspapers increased 5.6 percent in November 1983 compared with the same month a year earlier. It marked the 11th straight monthly increase.

Consumption by all U.S. newsprint users increased during November by 11 percent—the ninth straight monthly increase in this category.

For the first 11 months of 1983, consumption by U.S. daily newspapers was up 3.5 percent from 1982, and that of all U.S. users was up 4.8 percent.

At the end of November, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 40 days, compared with 45 days at the end of November 1982. North American mill stocks at the end of November were down 2.2 percent.

November's newsprint production in Canada was up by almost 18 percent. In the United States, it was nearly 11-percent higher than in November 1982. For 11 months, production in Canada was up 3.5 percent and in the United States, 1.6 percent.

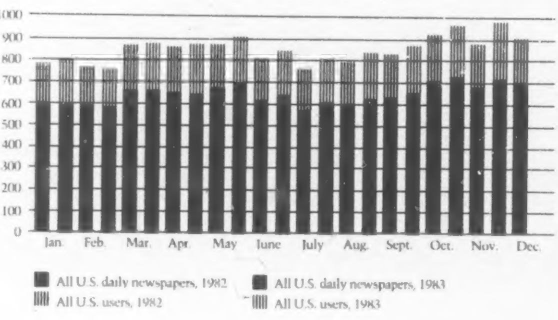
The November operating rate for Canadian mills was 95 percent, an improvement over October's 88 percent and over the 80-percent rate of November 1982. At U.S. mills, the rate was 90.9 percent in November, up from 87.3 percent in October and from 83.3 percent in November 1982.

Estimated consumption of all U.S. daily newspapers[1]

Region	October 1983(r)	October 1982	% Change
Northeast	186,890	178,332	+4.8
North Central	161,253	154,494	+4.4
South	230,017	216,226	+6.4
West	158,234	155,390	+1.8
Circulation size			
up to 25,000	56,108	65,651	-14.5
25,001-100,000	128,878	131,487	-2.0
Over 100,000	551,408	507,304	+8.7
October totals	736,394(r)	704,442	+4.5(r)
Ten-month totals	6,549,462(r)	6,341,075	+3.3(r)
Region	**November 1983(p)**	**November 1982**	**% Change**
Northeast	181,202	171,761	+5.5
North Central	158,492	151,034	+4.9
South	231,068	212,581	+8.7
West	157,329	154,353	+1.9
Circulation size			
up to 25,000	56,584	63,183	-10.4
25,001-100,000	130,234	129,367	+0.7
Over 100,000	541,273	497,179	+8.9
November totals	728,091(p)	689,729	+5.6(p)
Eleven-month totals	7,277,553(p)	7,030,804	+3.5(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
September 1983	811,782	36(r)	5
September 1982	897,812	42	6
October 1983	784,896(r)	33(r)	5
October 1982	861,131	40	6
November 1983	764,434(p)	34(p)	6(p)
November 1982	831,558	39	6
Canadian mills			
November 1983	352,601	--	--
November 1982	382,241	--	--
U.S. mills			
November 1983	121,183	--	--
November 1982	102,366	--	--


Estimated newsprint consumption, 1982-83 (thousands of metric tons)

Estimated consumption of all U.S. users

	1983	1982	% Change
September totals	884,000(r)	836,000	+5.7(r)
October totals	997,000(r)	928,000	+7.4(r)
November totals	992,000(p)	893,000	+11.1(p)
Eleven-month totals	9,647,000(p)	9,208,000	+4.8(p)

Production

	Canada	U.S.A.	North America
November 1983	774,373	413,360	1,187,733
November 1982	656,725	373,184	1,029,909
Increase	+117,648	+40,176	+157,824
	+17.9%	+10.8%	+15.3%
Eleven months 1983	7,777,910	4,310,965	12,088,875
Eleven months 1982	7,518,132	4,244,260	11,762,392
Increase	+259,778	+66,705	+326,483
	+3.5%	+1.6%	+2.8%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
November 1983	569,130	96,808	99,588	765,526
November 1982	484,002	83,434	123,908	691,344
Eleven months 1983	5,498,536	891,572	1,327,868	7,717,976
Eleven months 1982	5,083,782	860,546	1,385,449	7,329,777
Increase or	+414,754	+31,026	-57,581	+388,199
decrease	+8.2	+3.6	-4.2	+5.3
From U.S. mills				
November 1983	388,321	----	22,859	411,180
November 1982	374,262	----	14,580	388,842
Eleven months 1983	4,031,067	----	245,124	4,276,191
Eleven months 1982	3,927,905	----	251,632	4,179,537
Increase or	+103,162	----	-6,508	+96,654
decrease	+2.6	----	-2.6	+2.3
From North American mills				
November 1983	957,451	96,808	122,447	1,176,706
November 1982	858,264	83,434	138,488	1,080,186
Eleven months 1983	9,529,603	891,572	1,572,992	11,994,167
Eleven months 1982	9,011,687	860,546	1,637,081	11,509,314
Increase or	+517,916	+31,026	-64,089	+484,853
decrease	+5.7	+3.6	-3.9	+4.2

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons

[2] Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

Plateless printing dished up for newspaper labels

The Times Journal Co. of Washington, D.C., continues to be a technological innovator in the production of its newspaper products.

The company, publisher of several newspapers including the Journal newspapers serving the Virginia and Maryland counties surrounding Washington and The Army Times, just became the first newspaper to use ink-jet printers to address its products directly from the press stream or from the inserters.

In ink-jet printing, press plates are not used. Instead, ink droplets are sprayed directly onto the surface of the material to be printed. A computer-controlled magnetic field directs the positioning of the ink particles so that letters and numbers form properly on the printing medium, newsprint in this case.

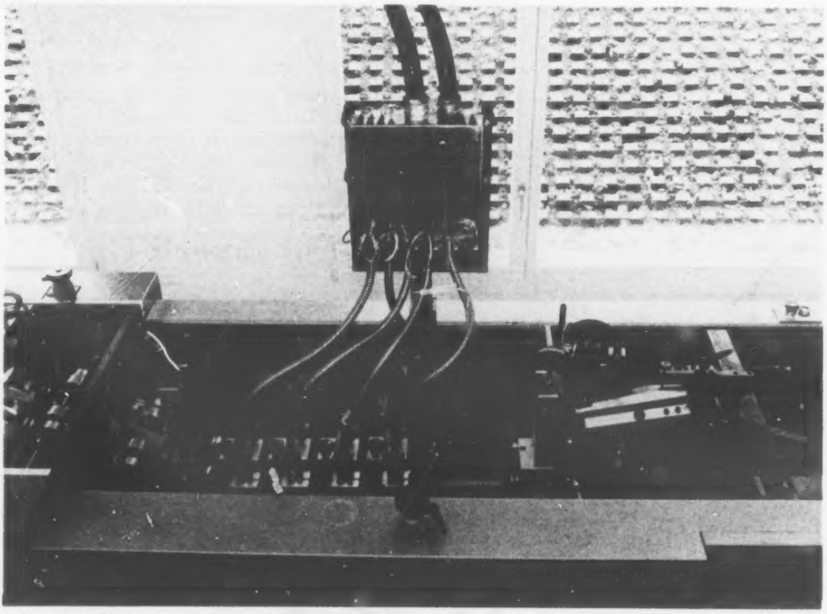
Officials involved in the development of ink-jet printing acknowledge that the process is limited to label printing, and that as far as newspapers are concerned, only dailies delivering a significant portion of their circulation by mail will find it useful. Vendors say the total cost of the current systems—about $100,000—make them too expensive to use on a once-a-week TMC product, for instance.

But The Times Journal finds the technology is a good fit with the labeling needs of its daily papers. It is quicker and requires fewer people than other labeling methods.

According to Michael Bella, Times Journal vice president/production, "The big part of our operation is strictly mail." In addition to the 160,000 copies of the Journal newspapers that are mailed each day, he says, the firm mails 700,000 copies of The Sporting News as well as several military weeklies with varying circulations.

"The purpose of getting the ink-jet system was to give the Journal newspapers a later deadline," Bella says.

Besides addressing the newspapers, the system will recognize a change in ZIP codes in a given bundle. If a bundle of 14 or less newspapers contains two different ZIP codes, the system will automatically "red ink" the dividing line between the codes, allowing a mailroom staffer to separate the bundle later for mailing purposes.



Heads made by A. B. Dick are used in HGC and Muller-Martini ink-jet printers.

Bella says the company did a cost-justification study and determined that the system offered substantial savings in mailroom labor and management.

"This system won't eliminate any full-time (mailroom) positions," he says, but it will decrease the firm's dependency on casual labor.

The trouble with casual labor, he says, is that the company couldn't get enough, and that which it did get ate up too much of management's time in hiring and managing.

All in all, Bella is high on the machine's performance. "From what I've seen so far," he says, "I'm very pleased with the ink-jet system. The runs we have done have been very encouraging."

The firm made two complete, successful runs of the Journal newspapers in early December and planned to "go full blast" by Jan. 1, according to Bella.

The system was developed under a turn-key agreement with the Harris Graphics Corp. Although the project, which began last spring, fell two months behind schedule, HGC expects to turn over the system to the newspaper company this month or next.

The system uses HGC-developed software and hardware and A.B. Dick ink-jet heads. The system is capable of addressing 42,000 papers per hour.

The Muller-Martini Corp. has also developed an ink-jet addressing system [presstime, July 1983, p. 8].

Ink-jet technology has been around since the 1960s, and at one time ANPA technical researchers thought the new printing process might be able to produce a complete newspaper product [presstime, Sept. 1980, p. 36].

In fact, newspaper executives were given a demonstration of a Mead Dijit ink-jet press printing partial pages of a newspaper at the 1975 ANPA Production Management Conference in Houston.

However, the process continues to be slow, costly and of low quality compared to the processes currently used to print newspapers.

ANPA researchers say the technology, at least regarding the production of complete newspapers, has lost the luster it had in the late 1970s. *—Paul Kruglinski*

ANPA technical seminars resume after lapse during relocation to Reston facility

ANPA technical seminars are up and running again.

After a six-month hiatus, caused by the relocation of the former ANPA Research Institute to The Newspaper Center in Reston, Va., the Technical Services Department will begin its new "hands-on" series with Offset Press and Plate Seminar Jan. 16-20.

The seminar will cover theory and will provide hands-on operation of offset presses.

Other seminars slated for the first half of the year include Color Separation Techniques for Newspaper Reproduction and Management Introduction to Newspaper Technology [**presstime**, Oct. 1983, p. 30].

"Our seminars offer the opportunity for both novices and experienced newspaper managers and production personnel to learn about and experience the latest advances in newspaper technology," says Technical Services Director Peter P. Romano.

The training sessions, which are limited to 10 participants each, cost $550, and applicants are accepted on a first-come, first-served basis. Cost includes the seminars, all supplies and a daily luncheon. The Sheraton Reston hotel is located two blocks from The Newspaper Center.

For a seminar brochure and registration form, contact Alan Tepper at The Newspaper Center. ☐

TECHNOLOGY NOTES

- The Enterprise of Brockton, Mass., became the latest newspaper to announce plans to institute an **experimental project in flexography** [presstime, Dec. 1983, p. 46].

The newspaper has entered into a tentative agreement with Printing Press Services Inc., a British-based manufacturer of flexographic retrofits, that calls for the eventual conversion of the newspaper's six-unit Goss Mark I Headliner letterpress press.

Under the agreement, PPSI will build and install a seventh flexographic unit with a color hump onto the existing press line in May. The conversion of the rest of the units is contingent upon the successful operation of the experimental unit.

- The Eastman Kodak Co. is reminding newspapers that they have until March 12 to register for the 1984 Run for the Money Color Contest.

The contest, for **excellence in color reproduction**, awards $1,000 each to 20 winners. One overall worldwide winner will be awarded "Best of Show" honors and an additional $2,000.

The awards will be made at the ANPA Operations Management Conference & Exposition in Atlanta in June.

For more information, call (716) 724-3339.

TECHNOLOGY CALENDAR

- The **ANPA technical committees** will meet Jan. 10-11 at The Newspaper Center.

- The **Itek CPS Users Group** will hold its semi-annual meeting Jan. 15-17 at the Queen Mary, Long Beach, Calif.

- Jan. 15-21 is **International Printing Week**, with the theme: "Print: A Lasting Impression." Printing Week is sponsored annually by the International Association of Printing House Craftsmen.

- The fourth annual **Seybold Seminars** on interactive page makeup, digital graphics and electronic printers will be held March 5-9 at the Miramar-Sheraton Hotel, Santa Monica, Calif.

- **America ★ East Newspaper Production Conference** will be held March 28-30 at the Hershey Lodge and Convention Center, Hershey, Pa. The conference is sponsored by the Pennsylvania Newspaper Publishers Association.

- The **ANPA Operations Management Conference & Exposition** will be held June 9-13 at the Georgia World Congress Center, Atlanta.

Exchange

Equipment for sale

The following Pertec Disk Drive equipment, as removed from an ECRM 7600 system, is available in lot or piecemeal: four D3400 Pertec drives (front load), three Pertec formatters, 17 disk packs, one CE alignment pack, one Pertec disk exerciser and one Pertec emergency unload monitor. Make offer. Contact Garth Anderson, Fairbanks Daily News-Miner, P.O. Box 710, Fairbanks, Alaska 99707; (907) 456-6661.

Cheshire model 523 addressing machine, complete with four-up label head and 12-foot conveyor. May see in operation. $13,500 or best offer. Contact Ken Harmon, Columbia Daily Tribune, Box 798, Columbia, Mo. 65205; (314) 449-3811.

One Compugraphic Unified composer, one Compugraphic ACM 9000 ad display machine, one Compu-scan Alpha slow-speed scanner (OCR). Contact Gerald Battles, The Daily Times, 110 W. Jefferson St., Ottawa, Ill. 61350; (815) 433-2000.

Equipment wanted

The following equipment is wanted by the Department of Mass Communication at University of Liberia: Heidelberg offset press (18x25¼"), flip-top plate maker, cutting machine, double-head stapling machine, NuArc Process Camera (14"x18"), film processing sink, film dryer, plate processing sink, headliner, Compugraphic composing machine, film storage cabinets, light table and artist's drawing board. Newspapers wishing to contribute one or more pieces of such equipment should contact T. Nelson Williams, chairman, Department of Mass Communication, University of Liberia, Monrovia, Liberia, West Africa.

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

McMichen apparent winner, but incumbent Bingel protests

Robert S. McMichen

The leadership of the International Typographical Union is embroiled in a dispute over results of the membership's Nov. 16 vote for international officers.

According to final but still-unofficial results, Robert S. McMichen, the incumbent first vice president, unseated President Joe Bingel [presstime, Dec. 1983, p. 42]. McMichen got 26,166 votes while Bingel had 21,382.

But Bingel filed a protest with the international canvassing board, which began the official tabulation on Nov. 30. A protest also has been filed with the ITU executive council.

Bingel alleges that several local unions violated the ITU constitution and bylaws and a provision of the Labor-Management Reporting and Disclosure Act of 1959 (Landrum-Griffin Act) that forbids the use of money collected from dues to promote a candidate for union office.

Following Bingel's action, McMichen filed his own protest with the canvassing board, challenging the election of the three vice presidents. McMichen's protest is based on the use of union facilities to promote candidates.

After receiving the protests, the canvassing board recessed for several weeks.

The brouhaha leaves in question a special convention that was to be convened early this year to consider a document for merger with the Teamsters. Before the election, the ITU executive council approved Bingel's recommendation in support of that convention by a 4-to-1 vote, with McMichen the dissenter. During the election campaign, McMichen favored a merger with the Graphic Communications International Union.

Secretary-Treasurer Thomas W. Kopeck said that before a special convention can be held, a 30-day notice to members is required. No notice had been given by late December.

Bingel told **presstime** that "everything depends on what happens in the appeal" of the election results. He noted that Teamsters President Jackie Presser is recovering from heart surgery, and this has delayed merger discussions.

McMichen said he would have no comment until the internal conflict is resolved. The Colorado Springs Gazette Telegraph quoted him as saying, "Although I feel we would be more at home with the Graphic Arts International Union (now the GCIU), if the Teamsters' proposal is better, I will go with that."

A major issue is who will preside over the voting on the Teamsters' proposal at the special convention. The three-year terms of the international officers were to begin Jan. 1, and labor specialists speculate that Bingel, who will remain in office until the disputes are resolved, filed his protest to delay the seating of McMichen until after the special convention.

Meanwhile, the problems at the ITU's Colorado Springs headquarters have thrown a wrench into AFL-CIO President Lane Kirkland's efforts to get the ITU and GCIU together. Kirkland has said that if the ITU goes through with a merger with the Teamsters, "immediate separation" of the ITU from the AFL-CIO would result [presstime, Nov. 1983, p. 44]. The Teamsters union was kicked out of the federation a quarter of a century ago for alleged corrupt practices.

Before the election, Kirkland suggested to Bingel that the "most expeditious" way to proceed would be to examine a two-way merger of the GCIU and ITU "without foreclosing the possibility of the inclusion of The Newspaper Guild in those talks at any stage." He urged that the respective secretary-treasurers of the ITU and GCIU meet to share financial information.

Such a meeting between Kopeck and GCIU Secretary-Treasurer Michael P. McNally was held Dec. 8-9 at GCIU headquarters in Washington. Kopeck said the next meeting would probably be in Colorado Springs, but no date had been set by late December.

In addition to the election protests filed by Bingel and McMichen, Billy Joe Austin, president of the Denver local, filed one over his defeat by incumbent Second Vice President Robert L. Wartinger, 24,742 votes to 19,349.

In the other vice presidential races, Allan J. Heritage, who was unopposed, was elected first vice president with 31,277 votes; and Raymond E. Brown was elected third vice president over William J. Boarman, 23,041 to 21,199.

Secretary-Treasurer Kopeck easily turned back a challenge from Robert E. Petersen, 29,458 to 17,442.

Bingel, Brown, Heritage, Petersen and Wartinger had been endorsed by the union's Progressive Party.

—Clark Newsom

Ex-workers charge dailies with discrimination

Two Washington State dailies have been charged with discrimination in court suits filed by former employees.

Willene Anderson, 48, a former reporter at The Tacoma News Tribune, filed suit in Pierce County Superior Court, alleging that the newspaper discriminated against her because of her age and her American Indian heritage.

Anderson, who had been fired for alleged incompetency, first filed charges with the Washington State Human Rights Commission; that agency held one hearing on her charges that she had been subjected to harassment and humiliation prior to discharge.

She filed the court action before the commission concluded its proceedings, which are still pending. She also alleges that the Pacific Northwest Newspaper Guild failed to represent her adequately.

In the other case, Jean T. Young, 57, a former classified advertising manager at the Journal-American in Bellevue, filed suit in King County Superior Court, alleging that the newspaper discriminated against her because of her age and sex.

In 1983, the company replaced her with another individual. She declined an offer to become an assistant in the personnel department and filed the lawsuit. Young claims she was discharged, but the company contends that she quit. ☐

Justice responds on Passaic, N.J., case

The Department of Justice has responded to a publisher's letter calling President Reagan's attention to a case in which the National Labor Relations Board ordered another newspaper publisher to restore an employee to his former status as a columnist.

The letter was written by Darrow Tully, publisher of The Arizona Republic and The Phoenix Gazette, and chairman of the ANPA Labor and Personnel Relations Committee.

It concerned the NLRB's ruling that The Herald News of Passaic, N.J., committed an unfair labor practice when it dropped the column of an employee who played a part in the organization of the newspaper's editorial department. The newspaper has denied that the column was dropped because of Mitchell (Mike) Stoddard's union activities.

The board ruling has been appealed to the U.S. Court of Appeals, District of Columbia Circuit, and ANPA has filed a friend-of-the-court brief arguing that the board's remedy of compelled publication is unconstitutional [presstime, Sept. 1983, p. 34]. The court's decision is not expected before this summer.

In his letter, Tully noted that the U.S. Supreme Court has repeatedly upheld the right of the press to refuse to publish as well as to be able to publish freely. He said the logic followed by the NLRB was "totally contradictory" to the First Amendment statement that "Congress shall make no law abridging freedom of the press."

The Phoenix publisher told the President: "My purpose in writing you is to make sure you are aware of the potential furor that will certainly be raised because of this ill-advised position on the part of the NLRB."

In response, Assistant Attorney General Theodore B. Olson noted that the NLRB specifically directed that Stoddard was not to have his weekly column canceled "*because* of his union membership and activity." The order requires the newspaper to resume publication of the column "subject to the same lawful standards and requirements that (the newspaper), as an employer, imposes or may impose on its employees."

The assistant attorney general said if the language was read to require that The Herald News could not, in the exercise of its normal and customary editorial discretion, reject any particular column submitted by Stoddard, the decision "would clearly raise" substantial First Amendment issues.

"However," Olson said, "the order need not be read in that broad a fashion. On its face, it could be read to preserve all of the discretion with respect to the decision to publish or not publish any particular column submitted by this particular columnist that (the newspaper) presently has with regard to any other of its employees who may submit such columns.

"More importantly, the brief filed on Nov. 22, 1983, by the NLRB in this matter specifically disavows a reading of the order that would raise such a serious First Amendment question." In the brief, the board acknowledged the company's right to approve or disapprove of Stoddard's work "for lawful reasons," Olson noted.

The NLRB's brief stated: "All that the board's order seeks to ensure is that reprisals for union activity will no longer be part of the status quo and that the company will henceforth treat Stoddard's submissions in a nondiscriminatory fashion. . . . The board's order leaves the company free to print or not to print Stoddard's column for any reason other than the discriminatory one of his union activities."

The NLRB argued that ordering a newspaper to give normal consideration to a reporter's submissions "is not equivalent to ordering the newspaper to publish those submissions."

Olson said that in light of the brief, "it would appear to us that the major point raised in your letter . . . may have been understood and addressed by the NLRB itself."

Because of the appeal, Olson noted, "we have had to regard the issues raised as ones essentially pending in litigation for purposes of the propriety of our commenting on the substance of your letter."

Stoddard was demoted from bureau chief and columnist to reporter after editorial employees voted in favor of union representation—an effort in which Stoddard was a key figure. □

Court asked to overturn order on columnists

The Washington Post has filed suit in U.S. District Court seeking to overturn an arbitrator's order in a dispute involving the union status of four syndicated columnists.

Arbitrator Seymour Strongin ordered the newspaper to reimburse Local 35 of The Newspaper Guild for the more than $8,000 in dues it did not receive after the columnists were advised they were exempt from coverage under the Post-Guild labor agreement.

At issue was whether Richard Cohen, Coleman McCarthy, William Raspberry and Tom Shales were excluded from the bargaining unit as columnists "whose material is syndicated by arrangements with the Post." The union argued that the phrase was limited to syndication by independent syndicates, while the company contended that it also applied to syndication by The Washington Post Writers Group, a division of the Post.

Strongin, a Washington attorney, found that the disputed language first appeared in the 1948-49 agreement and that the Washington Post Writers Group was founded in 1973. Between 1973 and 1979, "both the Post and Guild had proceeded under the assumption that columnists employed by the Post whose work was syndicated through the Writers Group were part of the bargaining unit," he said. The Post informed Cohen in 1979 that he was not part of the bargaining unit; the other three columnists got the word the next year.

The arbiter found that the Guild had agreed to the exclusion of any columnist who made an arrangement with the Post to have a column published through an independent national syndicate, and he upheld the union's contention that it had never made any such agreement for columns syndicated by the Post itself.

"The Post cannot now unilaterally broaden the scope of the exclusion to encompass a relationship not existing at the time the exclusion was created," he said.

In its suit seeking to have the award overturned, the Post contended, among other things, that Strongin exceeded his powers under the labor agreement and that his award did not "draw its essence" from the agreement. □

Employees to get pension surplus

An arbitrator has ruled that a $1.3-million surplus in a pension fund at the defunct Washington Star must be paid to 523 former employees represented by the Washington-Baltimore Newspaper Guild.

Time Inc., the newspaper's owner, had claimed the money after it closed the Star in August 1981.

The pension plan, created in 1974, was jointly administered by the company and the Guild.

At issue was the excess money in the fund that was not needed to pay current benefits as determined in the plan's formula. The six trustees—three from the company and three from the union—split on the question of who should get the money.

Arbitrator Walter Gellhorn noted that the Star's contributions to the plan, as a result of an actuarial miscalculation, had produced the surplus. In addition, the fund earned a higher rate of interest on its assets than the actuaries had predicted. The actuaries had anticipated that the fund, would earn 6-percent interest on assets, while the actual figure was much higher.

Gellhorn, a law professor at Columbia University, said that it was clear from the negotiations that led to creation of the fund that its basic purpose was to benefit employees.

"The pension program was structured not to produce the possibility of a monetary refund for the Star, but to produce the assurance of retirement pay," he said.

The surplus averages about $2,500 a person, if evenly divided. However, the actual division formula and method of payment to the former employees will be determined in further proceedings.

Meanwhile, a similar case involving a $4-million surplus in a separate Star employee trust fund, established in 1918, is pending in the U.S. Court of Appeals, District of Columbia Circuit. In that case, a federal judge ruled that Time was entitled to retain the surplus [presstime, May 1983, p. 55]. ☐

Additional arbitration awards

Baltimore Sun, ITU: Robert J. Ables ruled that two printers were not entitled to holiday pay for Thanksgiving Day 1982 when they were scheduled to work but did not do so because of illness.

Boston Globe, GCIU: John E. Higgins decided that an engraver could not exercise his seniority to "bump" or replace an employee on another shift where there was no opening.

Denver Post, ITU: William E. Rentfro found that a printer with a lifetime job guarantee was not entitled to reclaim a job after serving time in prison in a felony case.

Emerson (N.J.) Il Progresso Italo-Americano, Deliverers: Richard Adelman ruled that employees who worked a Friday night delivering a combined Saturday/Sunday holiday edition were not entitled to an extra day's pay.

St. Louis Post-Dispatch, ITU: M. David Keefe found that the involuntary transfer of two printers from the machine department to other departments did not violate the labor agreement despite the fact the printers had greater seniority than two supervisors who were not transferred.

San Diego Union and Tribune, ITU: Thomas Christopher ruled that the company did not violate the work jurisdiction of mailers when it contracted out the labeling and mailing of a revised publication in the company's total-market-coverage program.

San Jose (Calif.) Mercury and News, GCIU: Barbara Chvany sustained the discharge of a pressman for intentional interference with production.

Toronto Star, Guild: O.B. Shime sustained the dismissal for economic reasons of a part-time community news correspondent.

(Full texts are available from the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

Hazardous duty benefits denied in death

The beneficiaries of a newspaper photographer who was killed while on assignment are not entitled to a $50,000 "hazardous duty" death benefit under the labor agreement with the San Francisco-Oakland Newspaper Guild, an arbitrator has ruled.

The parties had negotiated the benefit for reporters and photographers in 1966. The term "hazardous duty," however, was not defined in the agreement.

The case arose on June 25, 1982, when the employee of The Tribune of Oakland was assigned to photograph empty cars on tracks of the Southern Pacific Railroad. He was struck and killed by a train when he emerged from between two boxcars.

The union claimed that the employee's death was covered by the hazardous-duty section of the agreement because it resulted from an accident while he was on an assignment that was "objectively hazardous."

Arbitrator Harvey Letter found that during negotiations leading up to the 1966 agreement, the parties had discussed the contract section in terms of covering violent demonstrations, riots and other civil disorders. It was negotiated at a time when reporters were being sent to cover riots at the University of California and San Francisco State University, where the chant "get the reporter" or "get the photographer" was often heard.

Letter found that the manner in which the employee performed his assignment was "a fundamental factor" in his death. The procedure he decided to follow "in his movements on and across boxcars and tracks" gave rise to the hazardous condition that resulted in his death, the arbiter said.

He noted there are numerous situations in which a prosaic human activity that is performed safely time and again occasionally results in tragedy due to human error.

The fact that the employee was killed in the performance of his assignment did not establish that the assignment was "hazardous duty," Letter ruled. "To hold otherwise could convert the most routine assignments for the employer's reporters and photographers to hazardous duty' whenever serious accidents occur in the implementation of the assignments," he said. ☐

Labor judge rules union in N.Y. interfered with USA Today delivery

An administrative law judge of the National Labor Relations Board has found that an independent deliverers' union unlawfully interfered with Gannett Co. Inc.'s introduction of USA Today in the metropolitan New York market last April 11.

Judge Howard Edelman ruled that the Newspaper and Mail Deliverers' Union of New York and Vicinity violated the secondary-boycott provisions of the Taft-Hartley Act by inducing certain newspaper wholesalers through pickets and other means not to handle the newspaper.

The union admitted it had a labor dispute with Gannett because the drivers delivering USA Today to retailers and wholesalers were not union members.

The newspaper is trucked out of Gannett's facilities at Harrison, N.Y., by independent contractors to retail outlets in Manhattan and to wholesalers in other parts of metropolitan New York City.

Edelman said that the union called a meeting on April 10, 1983, to map out a strategy to halt all deliveries to the wholesalers. He called the testimony of the union's business agent "incredible," "fabricated" and "generally unworthy of belief." To believe the union's version of why certain deliveries were not made on April 11 and 12, "one would have to be so naive as to believe that babies are delivered by the stork," Edelman said.

The secondary-boycott section of the act makes it unlawful for a union to put pressure on employers with whom it has no labor dispute, such as the wholesalers in this case, to stop doing business with another company with whom it does have a dispute.

Edelman recommended that the board order the union to "cease and desist" its unlawful conduct and to post a notice to members stating that it will not "in any manner or by any means" induce anyone to stop handling USA Today.

After Gannett filed charges with the NLRB, U.S. District Court Judge Henry Bramwell issued an injunction that prohibited the union from interfering with distribution of the newspaper. The injunctive relief was granted pending a final ruling on the charges by the NLRB. The union has appealed Judge Edelman's decision to the board.

The deliverers' union also is appealing to the board a decision by another law judge that the union unlawfully induced employees of wholesalers not to handle the New York Amsterdam News during a 1983 strike by Local 3 of The Newspaper Guild [presstime, Sept. 1983, p. 34].

(Newspaper and Mail Deliverers' Union of New York and Vicinity and Gannett Co. Inc. et al., JD-[NY]-119-83) ☐

NLRB elections

Bellevue (Wash.) Journal-American, Guild: Editorial, advertising, circulation and mailroom employees voted 101-25 in favor of representation by the Pacific Northwest Newspaper Guild.

(NLRB Case No. 19-RC-10835)

Leavenworth (Kan.) Times, ITU: Newsroom employees voted 6-1 against further representation by Typographical Union No. 45.

(NLRB Case No. 17-RD-934)

Daily News of Los Angeles, GCIU: Pressroom employees voted 27-24 to retain Newspaper Printing Pressmen's Union No. 18 as their bargaining representative.

(NLRB Case No. 31-RD-842)

Sarasota (Fla.) Herald-Tribune, GCIU: Maintenance employees and paper handlers voted 10-2 against further representation by Pressmen's Union No. 565.

(NLRB Case No. 12-RD-504)

Wayne (Mich.) Eagle, Guild: Advertising, editorial and office employees of the weekly newspaper voted 19-4 against further representation by the Detroit Newspaper Guild.

(NLRB Case No. 7-RD-2043)

Contract settlements

- **Calgary (Alberta) Herald, GCIU:** Two-year agreement covering employees in the pressroom, mailroom, platemaking department and warehouse; retroactive to Oct. 1, 1983.
- **Philadelphia Inquirer and Daily News, independent union:** Thirty-five-month agreement covering mailroom employees; retroactive to Oct. 1, 1982.
- **Pittsburgh Press, ITU:** Initial three-year agreement covering financial department employees; retroactive to Jan. 1, 1983.
- **Pittsburgh Press, ITU:** Three-year agreement covering advertising department employees; retroactive to Jan. 1, 1983.

(Details in December 1983 and January 1984 issues of the ANPA Labor & Personnel Relations Letter.)

NLRB official says union can't represent street-sale advisors

The NLRB regional director in Baltimore has dismissed a petition filed by Local 355 of the Teamsters to represent district advisors in the street-sales section of The Baltimore Sun's circulation department.

The advisors distribute papers within a defined territory to stores, racks and to about 172 individuals known as "hawkers," who sell copies on the street. In addition to interviewing, hiring and training them, the advisors establish the hawkers' territories and hours of work. The hawkers are subject to discharge by the advisors.

Regional Director Louis J. D'Amico found that the hawkers are employees rather than independent contractors. As a result of the advisors' duties and responsibilities over them, he ruled that the advisors are supervisors who cannot be included in a bargaining unit.

Some of the advisors do not have hawkers, but D'Amico noted that the union said it would not participate in an election unless the unit included all 82 advisors.

The union has asked the board in Washington to review the regional director's decision.

(The A.S. Abell Publishing Co. and Truck Drivers and Helpers Local Union No. 355) ☐

Southam, Thomson acquitted; newspaper bill fades

Two separate developments concerning newspaper ownership in Canada—a court decision and a parliamentary speech that indicated the government is abandoning newspaper regulatory legislation—provided a sense of relief to many Canadian publishers in December.

The country's two largest newspaper groups, Toronto-based Southam Inc. and Thomson Newspapers Ltd., were acquitted of conspiracy and merger charges arising from the Aug. 27, 1980, closings of Thomson's Ottawa Journal and Southam's Winnipeg (Manitoba) Tribune. Also on that date, Southam bought out Thomson's interests in joint-publication agreements in Montreal and in Vancouver, British Columbia.

Those actions led to the drafting of a government proposal for a Daily Newspaper Act to restrict group newspaper ownership in Canada and to create a national press council [presstime, Oct. 1983, p. 52].

The newspaper bill, however, was not mentioned in the Dec. 7 "Throne Speech" outlining the government's priorities for the new parliamentary session that began that day. The omission signaled that a comprehensive newspaper bill is dead.

There is "no chance of (newspaper regulatory) legislation from this government," said Peter Desbarats, dean of journalism at the University of Western Ontario in London. Desbarats was associate director of the research staff of the Royal Commission on Newspapers that investigated the newspaper business in Canada

Consumer and Corporate Affairs Minister Judy Erola, who has jurisdiction over the act, said the only part of the draft legislation still under consideration is that which would establish a national press council.

In the Southam-Thomson trial, Justice William Anderson of the Ontario Supreme Court said defense testimony that the closings of the two newspapers resulted from independent decisions rather than an illegal agreement was "unimpeached and unimpaired."

He said the testimony of Southam President Gordon Fisher and Thomson Deputy Chairman John Tory refuted the government's allegation of a conspiracy and gave "a reasonable explanation" of the events [presstime, Dec. 1983, p. 54].

The government had not made a decision at press time on whether it would appeal the Dec. 9 ruling to the Ontario Court of Appeal.

The two companies origianlly faced eight charges under the Combines Investigation Act, but Anderson dismissed five of them in mid-trial. The act is designed to protect the public from harm caused by business mergers, monopolies and agreements to limit competition.

In the Throne Speech, the government of Prime Minister Pierre Trudeau announced it will introduce new legislation that would "modernize" the conspiracy, monopoly and merger provisions of the act. Some observers said such a revised, general act could be used to limit newspaper concentration. ☐

Speech in Canada's Parliament failed to mention newspaper ownership bill.

Ex-employees start weekly

About 20 former employees of The Columbian, the suburban Vancouver, British Columbia, daily that was closed last Nov. 15, have jumped the gun on the former publisher's plans to establish a new group of weeklies.

The ex-employees of The Columbian started a free weekly, called Burnaby Now, that began publishing in late November. Editor and Publisher Renee Blackstone, a former editorial employee of The Columbian and one of six shareholders in the new weekly, said the paper is being delivered to about 44,000 homes in Burnaby, a suburb of Vancouver.

Former Columbian Publisher R.D. "Rikk" Taylor and a handful of other Columbian managers purchased the titles of the five weeklies that had been published by the newspaper company [presstime, Dec. 1983, p. 54]. But they had not revived the weeklies by late December. ☐

Reuters to sell stock

Reuters Ltd. plans to sell stock publicly. The sale will result in a windfall for the media companies of the United Kingdom, Ireland, Australia and New Zealand that own the news service, whose estimated worth exceeds $1 billion [presstime, Nov. 1983, p. 5]. ☐

Prospective buyer negotiates for Globe-Democrat

The St. Louis Globe-Democrat, scheduled to cease publication at the end of 1983, was granted a two-week reprieve until Jan. 14 to allow negotiations to continue on the possible sale of the morning newspaper.

An attorney for the paper's owner, New York City-based Newhouse Newspapers, said "some extensive talks" were underway late in December with a potential buyer, Jeffrey M. Gluck, publisher of Saturday Review magazine. Two or three other potential buyers "dropped by the wayside," said William E. Willis, Newhouse attorney in New York.

"We have an offer on the table and we are pushing for an agreement," said Gluck, who went from his home in Columbia, Mo., to New York City to continue negotiations in the week before Christmas.

When Newhouse announced Nov. 7 that it planned to shut down the newspaper at the end of the year because of substantial financial losses, the U.S. Justice Department imposed a Nov. 22 deadline for purchase offers and actively began seeking buyers, more than 30 of whom were referred to Newhouse for negotiations [presstime, Dec. 1983, p. 52].

The government said it had the authority to seek a purchaser to keep the paper alive because of the antitrust exemption granted the Globe-Democrat and its afternoon competitor, the St. Louis Post-Dispatch, under a joint operating agreement. Under that agreement, the Post-Dispatch handles its rival's printing, business, circulation and advertising functions, leaving the Globe-Democrat with only a news-editorial operation.

The agreement also entitles Newhouse to one-half of the profits of the Post-Dispatch for 50 years, a situation that is to continue even after the Globe-Democrat is closed or sold.

Gluck bought and revived Saturday Review after it folded a year ago. He said the magazine made a profit—he would not say how much—after he changed it from a monthly to a bimonthly and reduced the number of subscriptions sold through outside agencies. He also publishes Missouri Life and Family Journal magazines.

Many of the Globe-Democrat's 200 editorial employees have found jobs elsewhere, some at the Post-Disptach, but both Gluck and Willis said they hoped the staff would remain on board during negotiations between the two parties. ☐

Murdoch prevails despite late bid for Sun-Times

A last-minute bid to maintain local ownership of the Chicago Sun-Times failed late in December when the owner, Field Enterprises Inc., said it signed a "definitive agreement" to complete its announced sale of the paper to Australian Rupert Murdoch, effective Jan. 9.

It appeared, however, that the announced price of $90 million had escalated [presstime, Dec. 1983, p. 55].

According to published reports, a local group of businessmen affiliated with Sun-Times Publisher James Hoge had counterbid as much as $100 million to block sale of the newspaper and Field Newspaper Syndicate to Murdoch.

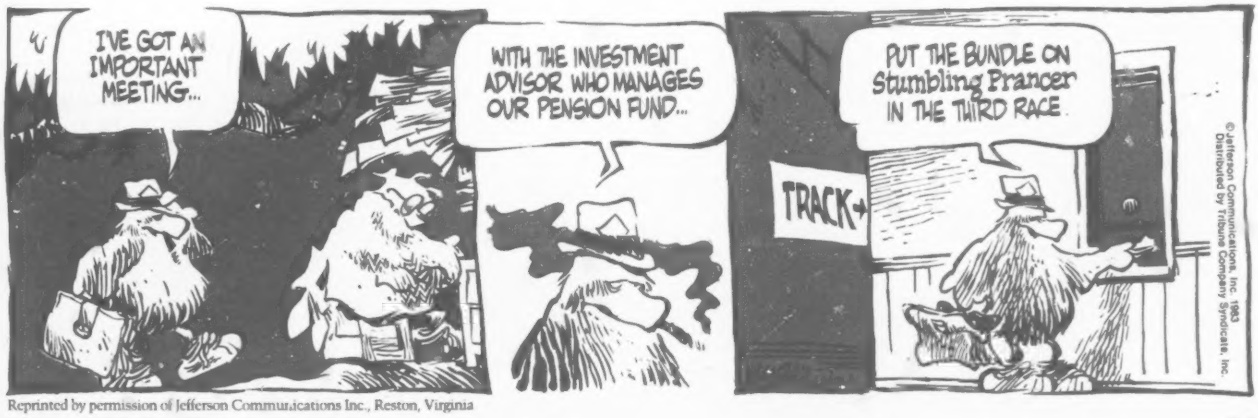
Also involved in the counteroffer was The Boston Globe, where an executive had expressed interest in obtaining control of the Field syndicate, to which the Globe is a subscriber for popular features, columns and comics. The Globe has seen increased competition from the brash Boston Herald, purchased just last year by Murdoch.

However, Lee M. Mitchell, president of Field Enterprises, quieted rumors by saying Dec. 20, "it is anticipated the (Murdoch) transaction will be completed by Monday, Jan. 9."

A Field spokeswoman said "because of certain adjustments" since the original announcement of the sale Nov. 1, "the stated contract price is now in excess of $90 million." ☐

'Shoe'

By Jeff MacNelly


I'VE GOT AN IMPORTANT MEETING...
WITH THE INVESTMENT ADVISOR WHO MANAGES OUR PENSION FUND...
TRACK→
PUT THE BUNDLE ON Stumbling Prancer IN THE THIRD RACE.
©Jefferson Communications, Inc. 1983
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Reviewing a copy of a special dedicatory paper are Directors John B. Lake (left) and Arthur Ochs Sulzberger. Also in the pressroom are Chairman and President Marcil and his wife, Jane (left), and ANPA technician Roland E. Sandt.

Bruce Gold (left) and Edward J. Harrington of ANPA's Materials Testing Services demonstrate how newsprint is measured for printability for Director Charles M. Meredith and Allison S. Cowles, wife of Director William H. Cowles 3rd.

ANPA dedicates new technical facility

With a host of present and former ANPA leaders on hand, the $6-million addition to The Newspaper Center, the Association's headquarters building in Reston, Va., was dedicated Dec. 7.

The new wing primarily houses ANPA technical and training activities, which had been located at the former ANPA Research Institute in Easton, Pa. [presstime, Dec. 1983, p. 4].

"We have been dreaming about this day for many years," remarked ANPA Chairman and President William C. Marcil of The Forum in Fargo, N.D., as he officiated over a brief formal program that included the unveiling of a bronze plaque.

Recognized for their role in conceiving the project and seeing it through were all current ANPA directors and officers and three past ANPA chairmen and presidents: Katharine Graham of The Washington Post Co.; Allen H. Neuharth of Gannett Co. Inc.; and Joe D. Smith Jr. of the Alexandria (La.) Daily Town Talk. They commented on how the concept of The Newspaper Center, providing a home not only for ANPA but for many other newspaper business organizations, evolved, and how it is being implemented.

Other guests at the dedication included two former leaders of ANPA—D. Tennant Bryan of Media General Inc., Richmond, Va., and W. Davis Taylor of Affiliated Publications Inc., Boston; and Jean Alice Small of Small Newspapers Inc., Kankakee, Ill., widow of former ANPA Vice Chairman Len H. Small.

Also in attendance and thanked for their donations of equipment installed in the new building were representatives of Goss Newspaper Products, Graphic Systems Division of Rockwell International Corp.; Hall Systems Inc. and George R. Hall Inc.; HCM Graphic Systems Inc.; and M.A.N.-Roland USA Inc.

Highlights of the dedication included a luncheon and tours of The Newspaper Center. During the tours, copies of a four-page commemorative newspaper were distributed as they rolled off the press. □

New member

CAPE COD ORACLE

Orleans, Mass. (circulation 6,407). Libby Hughes, publisher.

Welcome to presstime's new look

This edition of presstime sets another benchmark in the five-year evolvement of the magazine—inauguration of a new design and format.

We hope you noticed the separation of presstime's usual analytical, trend reports—now all in the front of the book—from its timely, for-the-record news reports—now gathered in a new "departments" section at the rear. We hope you found the new serif body type (Trump Medieval) and headline type (Novarese) easier to read and more attention-grabbing. The greater use of rules, white space, graphics, etc., all are designed to do one thing: help you, the reader.

The new format was worked up, in cooperation with the staff, by a professional magazine designer provided by the Hearst Corp.

We think it makes presstime an "easier read," as the magazine folks say. The new format also will be a neater fit with advertising when the magazine begins shortly to accept ads.

Changing the looks, however, will not affect what the magazine is all about. There has been and will be no diminution in the amount or quality of presstime's content. Indeed, the same evolutionary spirit that has affected many aspects of the magazine works also, and most importantly, on content. No other way can presstime's coverage stay consistently in front of the swift and complex changes affecting the newspaper business.

So this month we have a new face. It is but the latest—not the last—change for your magazine. We hope you like it; but like it or not, we hope you'll send your comments.

—*James E. Donahue, Editor*

Accreditation a plus, despite problems

I read Stuart Awbrey's letter (November 1983) in presstime about the accreditation controversy and hasten to thank him and presstime for their contributions to an important issue. We need more common sense and clear thinking like Awbrey's to clear away the emotional rhetoric that has threatened to undo much of the progress we have made in journalism education over the past 50 years.

I am a journalism dean who readily confesses there is much that is subpar in journalism education today. I also am a product of journalism education and the newspaper industry (reporter, copy editor, executive) and have seen our educational programs *and* our field become more professional over the past 25 years. I think there is a reciprocal relationship in that progress, and I for one intend to work to see that journalism education's influence on newspapers and other mass media increases during the next 25 years. . . . Accreditation through the Accrediting Council is one way of assuring that professionals play a major role in that education. I believe we are entering a quality phase for both journalism education and mass communication, and our students and the public will be the most important beneficiaries of this emphasis on quality.

As for Bill (University of Michigan Department of Communication chairman William E.) Porter's (November 1983) view that accreditation is too expensive and too much of a bother, I am appalled. Can you imagine the law and business schools at Michigan rejecting accreditation? Accreditation is not perfect, but the discipline of preparing for it and living up to it is invaluable. Far from being something that journalism education cannot afford, accreditation is something journalism education cannot afford to do without. We owe it to our students and to the goal of higher standards in both journalism education and professional journalism to work to improve accreditation, not abandon it.

Ed Mullins, dean
School of Communication
The University of Alabama

'Hands-on' experience as important as theory

I have only the highest praise for Everette E. Dennis and presstime regarding the special report on journalism education in the September 1983 issue.

presstime
Gathering storm for J-education

As a journalism student at the University of Wisconsin-Milwaukee, I was pleased to see an in-depth look at the crisis facing journalism education today.

The UW-Milwaukee mass communication department, I believe, is both understaffed and underfunded. The staff are gifted professionals, but great improvements need to be made in the program here, as well as in the other schools around the country.

While I believe the theory of journalism is very important and needs to be covered in great detail, I believe the practical "hands-on" experience that can be gained from internships and school publications is equally important.

Hopefully, others will see the problems in journalism education soon and improve the programs to meet today's demanding standards.

David L. Hanrahan
Milwaukee, Wis.

State-run media often inherited

I would like to offer a different perspective than the one presented in your article headlined "One free-press request OK'd at IPDC meeting in Tashkent" (October 1983). . . .

What I want to center on is the issue of the "one free-press" institution cited in the story as receiving funds from the International Program for the Development of Communication at its meeting in September in Tashkent. . . . My purpose is not to start an argument over what is a "free" press, since the implication in the story is that all the others are national entities and so unfree, but rather to look at *why* national news agencies predominate in developing countries. I think this is a little-understood question in this country. . . .

Take my country, Senegal, for instance. The French colonized my country for three centuries. *They* set up the national news agency apparatus. When Senegal became independent some few decades ago, that was the system we inherited. The same applies to all the de-colonized countries. Was the system legitimate when a colonial power was in control and now suddenly illegitimate when a young independent nation is in charge? That would seem to me to be an extreme form of hypocrisy. Did anyone object before and say, "No, France, you cannot do that! You must set up a system of independent papers in order to be considered free and legitimate?"

If you look at the situation from that perspective, you will realize that at this stage of history *only* the national governments have the money and resources to run news agencies. What newspapers do exist are unable to support a system such as exists in the developed nations. It is either national supplies or nothing. UNESCO wishes to use this reality as a starting point upon which to build the pluralism and multiplicity of news outlets which is our ultimate goal.

I think this perspective is most important to understand and I would like to offer it to your very influential readers. . . .

Doudou Diene
Director, UNESCO liaison
United Nations
New York, N.Y.

98th Annual ANPA Convention

April 30-May 2 ★ Montreal Convention Center ★ You won't want to miss ANPA's first Convention in an international setting. A stimulating program is being arranged, providing new insights into such matters as total market coverage, telecommunications, postal rates, circulation-boosting strategies, preprint advertising and the latest developments in national, retail and classified advertising. World headliners will speak. Montreal, the world's second-largest French speaking city is on an island with a mountain in the middle—an extinct volcano, which is now a lovely park. There are historic districts, an award-winning Metro (subway), fine restaurants and top-notch night life. It's a very safe city, as evidenced by the numbers of people enjoying evening strolls. Tours will be available.

Registration forms will be mailed this month.

Venez à Montréal
Come to Montreal

Speeches

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

The Relationship Between the Press and Business

Creed C. Black, chairman and publisher, Lexington (Ky.) Herald-Leader, and president, American Society of Newspaper Editors. Chemical Manufacturers Association, New York City, Nov. 7.

Promotion Management Under Crisis

James P. Rowley, advertising director, The Tribune, Oakland, Calif. International Newspaper Promotion Association Western Region Conference, Portland, Ore., Sept. 29.

The Outlook for the Economy and Newsprint Consumption in the United States

ANPA economics consultant Jon G. Udell, Irwin Maier Professor of Business, University of Wisconsin. ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting, Pointe Claire, Quebec, Nov. 3.

The First Amendment is Threatened

Anthony Lewis, New York Times columnist. Ceremony marking establishment of the Center for First Amendment Studies, Columbia University, New York City, Oct. 13.

Where the Press is Free, the People are Free

Dana Bullen, executive director, World Press Freedom Committee. UNESCO General Conference, Paris, Nov. 10.

Malice in Wonderland

Fred W. Friendly, senior program advisor, Media and Society Seminars, Columbia University Graduate School of Journalism. John Peter Zenger Award for Freedom of the Press and the People's Right to Know, Tucson, Nov. 12.

America's Universal Mail System

William F. Bolger, U.S. Postmaster General. Town Hall of California, Los Angeles, Oct. 18. (Or see Nov. 15 *Vital Speeches of the Day*, Box 606, Southold, N.Y. 11971.)

From the Audit Bureau of Circulations annual conference, Los Angeles, Nov. 9-10:

Preprints and the First Amendment

ANPA Director Katharine Graham, chairman of the board, The Washington Post Co.

Advertising Leadership

Allen H. Neuharth, chairman and president, Gannett Co. Inc.

Shared Mail, Preprints and TMC

Dean R. Bartee, senior vice president, San Jose (Calif.) Mercury News.

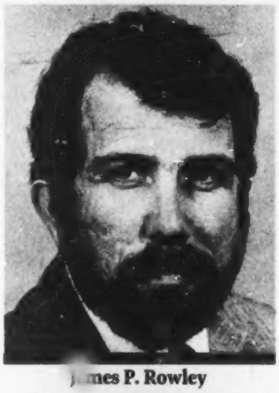
National Operating Standards for Newspaper Mail TMC Systems

Terry E. Brennen, group marketing director, Rio Grande Valley Group Newspapers, Harlingen, Texas.

Follow the Leader—The Surest Game in Town for Advertising Success

Philip H. Geier Jr., chairman and chief executive officer, The Interpublic Group of Companies Inc., New York City.

Creed C. Black



James P. Rowley

Dean R. Bartee

Terry E. Brennen

ANPA *Calendar*

JANUARY

ANPA Labor and Personnel Relations Conference
The Pointe Tapatio, Phoenix, Jan. 8-11

ANPA Executive Committee meeting
The Waldorf-Astoria, New York City, Jan. 10 [illegible]

ANPA Newspaper Advertising Bureau Audit Bureau of Circulations Liaison Committee meeting
The Waldorf-Astoria, New York City, Jan. 10

ANPA technical committees' meetings
The Newspaper Center, Reston, Va., Jan. 10-11

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., Jan. 16-20

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria, New York City, Jan. 17

ANPA Board of Directors meeting
Lyford Cay Club, Bahamas, Jan. 23-25

ANPA Management Development Workshop
Westin South Coast Plaza, Costa Mesa, Calif., Jan. 23-27

ANPA Advanced Labor Relations Seminar
Kona Kai Club, San Diego, Jan. 30-31

ANPA Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., Jan. 30-Feb. 3

FEBRUARY

ANPA Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Don CeSar Hotel, St. Petersburg, Feb. 9-10

ANPA International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Sheraton International Conference Center, Reston, Va., Feb. 12-18

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., Feb. 13-17

ANPA Newspaper Personnel Relations Practices, Procedures and Policies Seminar
Westin Hotel, Chicago, Feb. 19-22

ANPA Foundation Conference for Professional Support of Journalism Education
The Newspaper Center, Reston, Va., Feb. 20

ANPA Postal Committee meeting
Washington, D.C., Feb. 22-23

ANPA Management Introduction to Newspaper Technology
The Newspaper Center, Reston, Va., Feb. 27-March 2

MARCH

ANPA Press-Bar Relations Committee meeting
International Club, Washington, D.C., March [illegible]

ANPA/American Bar Association Task Force meeting
Mayflower Hotel, Washington, D.C., March 6

ANPA Government Affairs Committee meeting
Mayflower Hotel, Washington, D.C., March 6-7

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, March 11-14

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., March 12-16

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Chicago Marriott, March 19-21

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., March 20

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 20-22

ANPA Foundation Newspaper in Education Program Development Conference
Denver Hilton, March 21-23

ANPA/INPA Strategic Planning Seminar
Conference Center, Hidden Valley, Pa., March 25-29

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., March 26-30

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